



Swansboro Tourism Development Authority Special Meeting Agenda

Town of Swansboro

Thursday, February 06, 2025

I. Call to Order

II. Approval of Minutes

- a. April 11, 2024, Regular Meeting
- b. May 9, 2024, Special Meeting
- c. October 1, 2024, Special Meeting
- d. October 10, 2024, Regular Meeting

III. Business

- a. **Financial Report-(2nd Qtr. FY 24-25)**
Presenter: Sonia Johnson -Finance Director
- b. **Marketing & Advertising Status Update/Discussion**
Presenter: Randy Swanson -Chairperson
- c. **Funding Request/Budget Amendment #2025-2**
Presenter: Sonia Johnson - Finance Director

The following funding requests have been received.

- Town of Swansboro-Parks & Recreation-Festival & Events/Piratefest
- Swansboro Military Affairs Committee

Recommended Action:

1. Motion to approve funding request for Town of Swansboro-Festival & Events/Piratefest
2. Motion to approve funding request for Swansboro Military Affairs Committee
3. If needed, motion to approve Budget Ordinance Amendment #2025-2

- d. **Grant Application Review**
Presenter: Linda Thornley - Vice Chair

A revision to the grant application will be reviewed.

Recommended Action: Review and discuss.

- e. **Future Agenda Items Discussion**
Presenter: Sonia Johnson - Finance Director
- f. **Reveiw & discuss outcome of December 9, 2024 Joint Meeting held with Board of Commissioners**

IV. Board Comments

V. Adjournment

Town of Swansboro
Swansboro Tourism Development Authority
April 11, 2024, Regular Meeting Minutes

In attendance: Chairman Randy Swanson, Michael Diehl, Preston Patterson, Linda Thornley, Jack Harnatkiewicz and Commissioner Joseph Brown.

Call to Order

Chair Randy Swanson called the meeting to order at 2:30 pm.

Approval of Minutes

On a motion by Ms. Thornley, seconded by Mr. Diehl, the February 22, 2024, special meeting minutes were unanimously approved.

Business

Financial Report-(3rd QTR. FY 23-24)

Finance Director Sonia Johnson reviewed there was a beginning fund balance of \$192,509 and total revenues for the quarter as of March 31, 2024, amounting to \$89,875.83. Expenditures totaled \$68,988, leaving a cash balance of \$213,196.31 and an available fund balance of \$230,150.31. Board members inquired about the status of the \$30,000 appropriated for visitor center renovations, which remains unused, and a balance of roughly \$1,500 from a prior \$4,000 allocation to the Swansboro Historical Association. When these funds were to be fully utilized was not known.

Marketing & Advertising Status Update/Discussion

Chair Swanson reviewed that Ann Marie Bass of Front Row Communications, LLC was unable to attend to review her report provided in the packet. If there were any questions or directions from the board, those details would be emailed to Ms. Marie after the meeting.

The board praised Anne Marie's work as the marketing contractor. They noted she stayed within budget, updated airport ads, kept a photo and video collection, and helped Parks and Recreation with promotions. They then discussed her contract renewal. The board mentioned that she was the lowest bidder two years ago, with other bids being much higher. While they appreciated her work, they talked about whether to renew her contract or ask for new bids. Anne Marie had asked for a small budget increase for next year and would attend the budget talks to explain her work and plans. The board agreed that the contract renewal or rebidding should align with the future budget planning process and committed to revisiting the topic at future meetings.

Grant Funding Request - Swansboro Military Affairs Committee (MAC)-Swansboro Military Appreciation Day (MAD)

Vice Chair Linda Thorney recused herself from voting because she was chairperson on the Military Affairs Committee and would also be providing informational details as needed.

Cassie Madison, the Social Media Manager and Treasurer for the Swansboro Military Affairs Committee, reviewed the funding request in the amount of \$2,000 for the Military Appreciation Day event, which will take place in June at Hammocks Beach State Park. The event was for military personnel, veterans, and their families from nearby bases like Camp Lejeune and the Marine Corps Air Stations. Ms. Madison shared about the success of previous events, with over 5,000 attendees and thousands of meals served. She explained that the event was run by volunteers, with no commercial interests, and provided support, information, and appreciation to military families.

In response to inquiries from the board Ms. Madison or Linda Thornley clarified the following:

- 2024's event had around 5,000 people, and they are planning to track attendance better this year by having people sign up at an information booth which would also promote Swansboro by handing out local maps and visitor guides.
- There would be new activities like nature walks and boat tours.
- They are working on a solution to parking.
- The grant money will be used for marketing the event.

On a motion by Mr. Harnatkiewicz, seconded by Mr. Diehl, the funding request for Swansboro Military Affairs Committee (MAC)-Swansboro Military Appreciation Day (MAD) in the amount of \$2000 was approved unanimously. 5:0 – Ms. Thornley recused herself from voting.

Meeting Schedule Discussion

Finance Director Johnson reviewed that consideration to change the time for Swansboro Tourism Development Authority meetings to 6:00 pm was suggested by the mayor during a previous Board of Commissioners meeting. The reason behind the suggestion was to align with other advisory boards that meet in the evening and to reduce confusion about meeting times.

Members noted that 2:30 pm worked well with their schedules, particularly for those with a business, as evenings were busier.

After hearing from all members, there was a consensus to keep the meeting time at 2:30 pm on Thursdays, as it had been for many years.

Audit Contract-Gregory T. Redman, CPA

Finance Director Johnson reviewed that the Swansboro Tourism Development Authority (STDA) was required to have an annual audit performed. Gregory T. Redman, CPA had provided a proposed contract to prepare financial statements and perform the FY 23/24 audit at a rate of \$3,000.

On a motion by Ms. Thornley, seconded by Mr. Diehl, the Audit Contract with Gregory T. Redman, CPA, for the period July 1, 2023, through June 30, 2024, was unanimously approved.

Proposed FY 24/25 Budget

Finance Director Johnson reviewed that the FY 2024/2025 Proposed Budget was prepared in accordance with N.C.G.S. Chapter 159, the North Carolina Local Government Budget Fiscal Control Act. As required, all funds within the budget are balanced, and all revenues and expenditures are identified for FY 2024-2025. The Budget for FY 2024/2025 is balanced with \$14,417 of fund balance.

Mrs. Johnson reviewed that the budget was developed based on Anne Marie with Front Row Communications recommendations and included key allocations for digital advertising with Curtis Media Group. Front Row Communication's budget was flexible and could be modified based on board feedback or future needs. Revenue projections were adjusted modestly, increasing from \$106,000 last year to \$110,000, based on current collection trends. Downtown Merchant contributions of \$4,000, collected at \$200 per month from downtown businesses, were discussed, with clarification provided on how the funds are tracked and allocated by Debbie Harnatkiewicz with Bake Bottle and Brew. The payments remain consistent but are adjusted if the number of merchants changes and any unused funds would roll over to the following fiscal year.

Set date to hold a public hearing/adoption

Finance Director Johnson reviewed that per N.C.G.S. 159-12(b), before adopting the budget ordinance, the board shall hold a public hearing at which time any persons who wish to be heard on the budget may appear and requested the board to consider a date.

With consensus from the board, the public hearing would be scheduled for May 9, 2024, at 2:30 pm.

Board Comments

No Board comments were offered.

Adjournment

On a motion by Mr. Thornley, seconded by Mr. Diehl, the meeting adjourned at 2:40 pm.

Town of Swansboro
Swansboro Tourism Development Authority
May 9, 2024, Special Meeting Minutes

In attendance: Chairman Randy Swanson, Michael Diehl, Preston Patterson, Linda Thornley, and Jack Harnatkiewicz. Commissioner Joseph Brown was absent.

Call to Order

Chair Randy Swanson called the meeting to order at 2:35 pm.

New Business

FY 2023-2024 Year End Projections/Potential Budget Amendment

An event had been proposed for possible funding that would result in a budget amendment if approved.

Linda Thornley reviewed details of the I-95 National Tourism Day event, explaining that last year Swansboro sent two representatives, Mary Pat Smey and Kelly Brown to Fayetteville to promote the town. The event allows different towns to distribute tourism materials at highway welcome centers. Given the success of their participation, they volunteered to attend again this year, and the event expanded to two locations.

The cost for covering their mileage and meal expenses was estimated at approximately \$300. It was noted that they had not submitted mileage costs for the previous year. The board confirmed that contingency funds were available, and on a motion by Mr. Patterson, seconded by Ms. Thornley, the National Tourism Day Event participation and necessary budget amendment was unanimously approved.

Marketing/Advertising Service Contract Consideration with Front Row Communications

Anne Marie Bass with Front Row Communication reviewed the Marketing/Advertising Service Contract along with reviewing past efforts and future plans. Key initiatives included updating business guides, improving the website, and expanding digital advertising. The proposed budget focuses on a mix of print and digital ads, including state-wide magazines, local tourism promotions, and social media campaigns to boost visibility.

Board members debated the effectiveness of various ads, particularly at airports and in print. Some questioned their impact, while others saw value in branding.

On a motion by Ms. Thornley, seconded by Mr. Harnatkiewicz, the Letter of Agreement dated July 1, 2024, through June 30, 2025, was unanimously approved.

Public Hearing*FY 2024/2025 Annual Budget Presentation*

Finance Director Johnson reviewed that the FY 2024/2025 budget had been prepared in accordance with N.C.G.S. Chapter 159, the North Carolina Local Government Budget and Fiscal Control Act, and had been provided to the Swansboro Tourism Development Authority Board on April 11, 2024. As required, all funds within the budget were balanced, and all revenues and expenditures were identified for FY 2024/2025.

The board reviewed budget allocations, focusing on marketing efforts like social media, geofencing, and website investments. They debated the necessity of increasing the budget, considering unused contingencies from the previous year. A key discussion centered on partnering with Curtis Media Group for their expertise in social mirroring and geofencing, though some members suggested seeking additional bids for comparison.

The public hearing was opened at 3:35 pm then closed as no comments were made.

On a motion by Ms. Thornley, seconded by Mr. Diehl, the FY 2024/2025 Budget Ordinance was approved unanimously with the condition that at least one other company be consulted for digital marketing.

Adjournment

On a motion by Ms. Thornley seconded by Mr. Patterson, the meeting adjourned at 3:40 pm.

Town of Swansboro
Swansboro Tourism Development Authority
October 1, 2024, Special Meeting Minutes

In attendance: Chairman Randy Swanson, Michael Diehl, Preston Patterson, Linda Thornley and Commissioner Joseph Brown. Jack Harnatkiewicz was absent.

Call to Order

Chair Randy Swanson called the meeting to order and reviewed that the purpose of the meeting will be for consideration of a Funding Request for the Town of Swansboro Bicentennial Park Boardwalk Extension with Public Day Docks Project. Mr. Swanson recused himself as a voting member of the board due to his involvement as the property owner. Vice-chair Linda Thornley facilitated the rest of the meeting.

Funding Request for Swansboro Bicentennial Park Boardwalk Ext. Project

Town Manager Jon Barlow reviewed that the project has been under planning for four years, with initial cost estimates of \$142,350 now increased to \$233,200 due to significant rises in material and labor costs. After negotiating with Carteret Marine, the contractor, and the project engineer, costs were reduced by \$22,000, lowering the revised total to \$211,200. Additional engineering and consulting fees raised the total to \$226,200, leaving a \$83,850 shortfall. The town committed \$67,900, resulting in a remaining shortfall of \$15,950. To account for that amount and potential unforeseen costs, a request was submitted to the TDA for \$20,000.

The project involves constructing a 150-foot dock wall extending from the Highway 24 bridge, a 6x130-foot floating dock with three public boat slips, and connecting the town's infrastructure to local waterfront assets. It must be completed by April 30, 2025, as mandated by a CAMA grant extension. Delays were attributed to COVID-19, dredging operations, bulkhead repairs requiring re-permitting, and rising costs over time. Maintenance plans include using aluminum and concrete for greater durability, with town public works responsible for upkeep.

Discussions centered on the project's scope, timeline, and sustainability. Board members expressed concerns over the durability of waterfront structures given frequent flooding. Questions were raised about the 25-year lease terms, which include options for renewal, to ensure town control over the property.

On a motion by Ms. Thornley, seconded by Mr. Diehl, with unanimous approval, funding in the amount of \$15,950 was approved for the Town of Swansboro- Bicentennial Park Boardwalk Ext. Project. (4:0) Mr. Swanson recused himself from voting.

Board Comments

Mr. Swanson shared that he wanted board members to read and be familiar with the TDA resolution a by-laws in preparation for a special meeting to be held with the Board of Commissioners with regards to the spending of TDA funds.

Board members emphasized the importance of ensuring proper use of occupancy tax funds by prioritizing events that drive overnight stays, fostering transparency, and education on TDA spending allowances.

Adjournment

On a motion by Commissioner Brown, seconded by Ms. Thornley, the meeting adjourned at 3:00 pm.

Town of Swansboro
Swansboro Tourism Development Authority
October 10, 2024, Regular Meeting Minutes

In attendance: Chairman Randy Swanson, Jack Harnatkiewicz, Preston Patterson, and Linda Thornley. Michael Diehl and Commissioner Joseph Brown were absent.

Call to Order

Chair Randy Swanson called the meeting to order at 2:30 pm.

Business

Financial Report-(1st QTR-FY 24-25)

Finance Director Sonia Johnson reviewed the Financial Report for the first quarter, sharing that the beginning fund balance was \$215,760.91. Revenues for the first quarter (July through September 2024) totaled \$46,621.72, and expenditures amounted to \$17,545.36. The available fund balance was reported at \$244,837.27, reflecting a \$15,950 budget amendment. It was noted that \$30,000 had been committed to the visitor center, but this amount had not yet been billed or spent; it remained recorded as committed in the budget, with no changes to the available balance until the commitment was finalized.

Marketing & Advertising Status Update/Discussion

Ann Marie Bass of Front Row Communications, LLC presented updates on marketing efforts, highlighting the growth in social media engagement through timely, relevant content aligned with Swansboro’s tourism branding. She reviewed successful advertising initiatives, including the distribution of the restaurant and merchants’ guide to state welcome centers, which received positive feedback. She also proposed purchasing 200 small tote bags as swag for visiting groups, emphasizing their practicality and potential for including QR codes linking to the town’s website, with an estimated cost of \$310 before tax and shipping. Additionally, she discussed strategies for sourcing photography, collaborating with local partners, and improving event promotion guidelines to maintain a focus on tourism. The presentation concluded with an emphasis on off-season digital advertising, maintaining partnerships like Coast Host, and fostering teamwork and thoughtful planning to support Swansboro’s visibility and branding.

Grant Application Revision

Vice Chair Linda Thornley shared with the board that she did not have the Applications available to provide for review as planned today. She would email the 2 options to board members to review only then the board would address and provide feedback and discuss the applications at the next meeting.

Consideration to hire a consultant

Finance Director Johnson expressed discomfort acting as the sole liaison for resolving questions related to the TDA and their expenditure of funds allowances and requested permission to hire an external consultant. The board discussed hiring a consultant to provide clarity on the resolutions governing the TDA board and funding parameters. Concerns were

raised about differing interpretations of what the board and commissioners are permitted to allocate funds toward. The board agreed to explore bringing in a consultant, potentially someone like Glen Hargett, to facilitate a joint meeting between the TDA and the Board of Commissioners. The consultant would help ensure all parties have a consistent understanding of the resolutions and provide guidance on both the TDA and Board of Commissioners on funding responsibilities. The board approved the plan to move forward, with follow-up actions to confirm the consultant's involvement and schedule the meeting.

2025 Regular Meeting Schedule

Finance Director Johnson reviewed that pursuant to NCGS 143-318.12 a public body may establish a schedule of regular meetings, showing the time and place, and copy of the schedule shall be filed with the Town Clerk. A quarterly regular meeting schedule for the following dates was provided for consideration.

- Thursday, January 9, 2025, 2:30pm
- Thursday, April 10, 2025, 2:30pm
- Thursday, July 10, 2025, 2:30pm
- Thursday, October 9, 2025, 2:30pm

On a motion by Ms. Thornley, seconded by Mr. Swanson, the proposed meeting schedule was adopted unanimously.

Board Comments

Ms. Thornley shared that she felt it would be helpful if the board could have a meeting to review and discuss the TDA by-laws and state legislation before they have a joint meeting with the Board of Commissioners.

Adjournment

On a motion by Mr. Swanson, seconded by Ms. Thornley, the meeting adjourned at 3:28 pm.

SWANSBORO TOURISM DEVELOPMENT AUTHORITY					
FINANCIAL SUMMARY ANALYSIS					
FY 2024-2025					
		BUDGET	BUDGET	BUDGET	ACTUAL
		2024-2025	AMENDMENT	REVISIONS	07/1/24-12/31/24
Fund Balance @ 6-30-2024					\$ 215,760.91
Revenue:					
<u>Acct #</u>					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 110,000.00		\$ 110,000.00	\$ 69,126.91
	Donations-Downtown Merchants	\$ 4,000.00		\$ 4,000.00	\$ 5,000.00
70-300-399991	Fund Balance Appropriation	\$ 14,417.00	\$ 15,950.00	\$ 30,367.00	\$ -
		\$ 128,417.00	\$ 15,950.00	\$ 144,367.00	\$ 74,126.91
Expenditures:					
<u>Acct #</u>					
70-800-501910	Services - Auditor	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00
70-800-503910	Advertising/Promotions:			\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$ 5,660.00	
	General advertising	\$ 48,199.00		\$ 48,199.00	\$ 16,442.17
	Front Row Communications	\$ 24,192.00		\$ 24,192.00	\$ 13,104.00
	Liz Honeycutt Advertising		\$ 5,000.00	\$ 5,000.00	\$ 3,600.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,000.00		\$ 4,000.00	\$ 4,190.52
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 1,025.00
70-800-502010	Supplies	\$ 499.00		\$ 499.00	\$ 43.77
70-800-503100	Travel / Conference	\$ 1,500.00		\$ 1,500.00	\$ 220.91
70-800-504540	Insurance	\$ 250.00		\$ 250.00	\$ 200.00
70-800-504910	Dues & Subscriptions(NC Coast Host)	\$ 350.00		\$ 350.00	\$ 350.00
70-800-505000	Capital Outlay	\$ -		\$ -	
70-800-507910	Tourism-Related Expenses (Grants) - Awarded (Marketing)	\$ -		\$ -	
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 36,667.00	\$ 10,950.00	\$ 47,617.00	
		\$ 128,417.00	\$ 15,950.00	\$ 144,367.00	\$ 42,176.37
ACTUAL CASH BALANCE @ 12/31/2024					\$ 247,711.45
AVAILABLE FUND BALANCE @ 12/31/24					\$ 247,711.45
	First Citizens Bank(Facebook Ads)	\$ 3,667.67			
	Other Advertising/Promotions	\$ 100.00			
	Our State	\$ 7,277.00			
	Raleigh Magazine	\$ 3,420.00			
	Swansboro Area Chamber of Commerce	\$ 1,100.00			
	Emerald Isle Realty	\$ 877.50			
	Total General Advertising	\$ 16,442.17			
	Swansboro by Candlelight	\$ 4,190.52			
		07/1/24-12/31/24			
		Beginning FB	\$ 215,760.91		
		Revenues	\$ 74,126.91		
		Expenditures	\$ 42,176.37		
		Cash balance	\$ 247,711.45		
		Available FB	\$ 247,711.45		

SWANSBORO TOURISM DEVELOPMENT AUTHORITY
 ANALYSIS OF REVENUE/ EXPENSES
 APPLICATION OF 2/3 AND 1/3 RESTRICTIONS

07/01/24-12/31/2024

REVENUES

PERIOD	TOTAL	2/3-Promote Travel and Tourism <u>plus</u> administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 122,297.01	\$ 81,531.34	\$ 40,765.67
FYE 2023-2024	\$ 122,726.42	\$ 83,150.94	\$ 39,575.48
FYE 2024-2025	\$ 74,126.91	\$ 50,751.27	\$ 23,375.64
TOTALS		\$ 723,098.13	\$ 357,549.09

LESS: EXPENSES

PERIOD	TOTAL	Travel and Tourism Expenditures <u>plus</u> administrative	Tourism-Related Capital Expenditures
FYE 2011/2012	\$ 4,415.12	\$ 4,415.12	\$ -
FYE 2012/2013	\$ 38,523.85	\$ 38,523.85	\$ -
FYE 2013/2014	\$ 87,610.72	\$ 62,610.72	\$ 25,000.00
FYE 2014/2015	\$ 59,297.48	\$ 53,013.10	\$ 6,284.38
FYE 2015/2016	\$ 56,561.77	\$ 41,944.77	\$ 14,617.00
FYE 2016/2017	\$ 65,122.90	\$ 39,632.90	\$ 25,490.00
FYE 2017/2018	\$ 64,009.53	\$ 34,575.76	\$ 29,433.77
FYE 2018/2019	\$ 59,780.81	\$ 37,079.06	\$ 22,701.75
FYE 2019-2020	\$ 52,139.60	\$ 32,959.60	\$ 19,180.00
FYE 2020-2021	\$ 38,941.88	\$ 33,941.88	\$ 5,000.00
FYE 2021-2022	\$ 73,135.10	\$ 61,315.10	\$ 11,820.00
FYE 2022-2023	\$ 91,945.98	\$ 77,445.98	\$ 14,500.00
FYE 2023-2024	\$ 99,274.66	\$ 80,274.66	\$ 19,000.00
FYE 2024-2025	\$ 42,176.37	\$ 38,576.37	\$ 3,600.00
TOTALS		\$ 636,308.87	\$ 196,626.90
Available funds as of 09/30/24		\$ 86,789.26	\$ 160,922.19

\$ 247,711.45



Swansboro

Friendly City by the Sea

STDA STATUS UPDATE REPORT

FEBRUARY 6, 2025



Presented by: Anne Marie Bass, Front Row Communications



Table of Contents & Status Update Notes

1. 2025 Official North Carolina Travel Guide –

The STDA earned two mentions resulting from the media pitch to the NC PR Team of February 2024. (see pages to follow)

- **Mocktails** – Il Cigno Italiano
- **Birding** – Lady Swan Boat Tours

The guide is available on [visitnc.com](https://www.visitnc.com) in various formats, the content will also be added to the Visit NC website. To date, one article is currently published – specific to Swansboro. Others will be added to the newly launched Visit NC website later this year.

Places for Showstopping Sips and Marvelous Mocktails: <https://www.visitnc.com/story/unCc/places-for-showstopping-sips-and-marvelous-mocktails-in-nc>

Bulk orders of the NC Travel Guide are available at no cost for distribution by visitor centers, attractions, accommodations and other tourism-related businesses. The guides come 50 guides/box. Please let me know if you'd like me to make the request.

2. Social Media Stats & Metrics – October 1st 2024 – to Date

There has been an increase in sharing ideas and posts that convey the Swansboro visitor experience per local story tellers and tour operators. This is very positive action with solid feedback/engagement being well received. I encourage this – good vibes all the way around.

3. Facebook/Instagram Ad Reports – October 1st 2024 – to Date: 2024 Mullet Festival of NC; Swansboro by Candlelight, 2024 Christmas Flotilla, 2024 Weekend Getaway in Swansboro; Winter/Spring Travel Plans – Hearts & Horizons Getaway Contest (Note: screenshots only shared for purposes of reporting only.)

4. Visit Swansboro Monthly Marketing Eblasts – November, December, January



Table of Contents & Status Update Notes

5. Promotional Getaway Contests –

Get Real, Go Reel (Fall 2024); Hearts & Horizons (Currently Running & Active)

6. Our State Magazine & Raleigh Magazine – Eblasts - Promotional Contest Element incorporated

Hearts & Horizons Swansboro Getaway Contest

7. Print Ad Placements –

Our State Magazine Special Interest Pub – October 2024; Our State October 2024 Issue; Raleigh Magazine – Full Page December/January 2025 Issue; 2025 Swansboro Chamber Guide

8. Website –

Continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages, Partner Listings, Airbnb, Vrbo, etc.

9. Downtown Merchants & Restaurants Guide & Map –

Spring 2025 Update & Refresh is coming up. [Updates to all businesses and updates to the Swanfest Schedule for the 2025 season - I will be working on this in March for printing and distribution in April.](#)

- Fall Shipments made to the 14 NC Welcome Centers and to Downtown Merchants for local Swansboro distribution – in Nov ' 24 & Dec 2024. The feedback from the Welcome Centers has been very good and the guides are being picked up by visitors.

10. Misc. Questions –

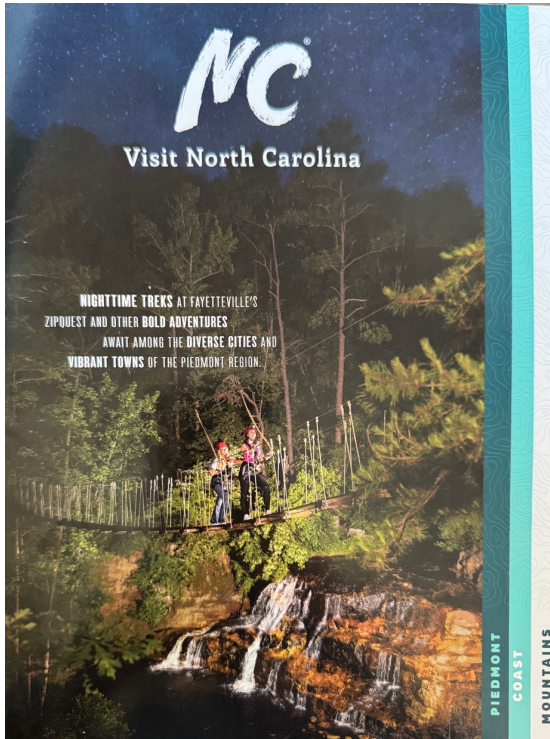
Anne Marie is always available for input, feedback, suggestions and idea sharing. Please reach out anytime.

Appendix

- STDA Approved Budget for 2024-2025 Fiscal Year – Snapshot to Date

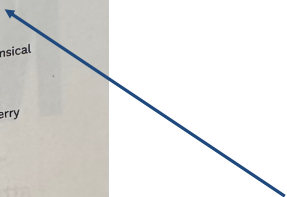


NC 2025 Travel Guide – Earned Media Placement (from 2024 Visit NC Road Show Pitch)



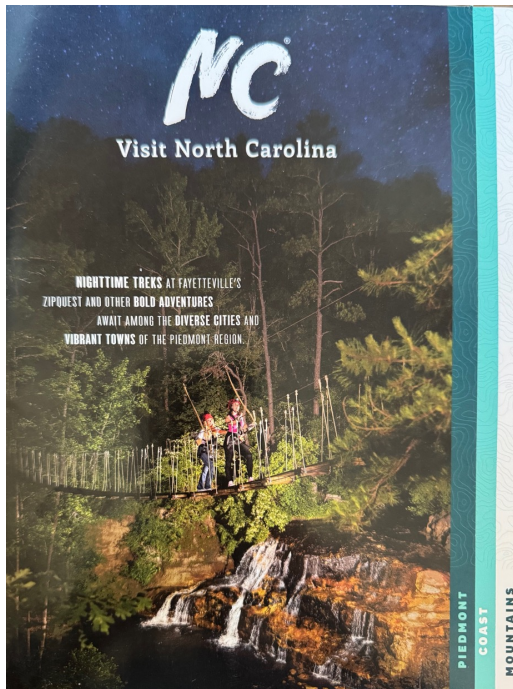
Il Cigno Italiano
 Swansboro

Renowned for its meatballs and manicotti, this traditional Italian restaurant boasts a whimsical mocktail menu. The standout is Swan Juice, where muddled raspberries and blackberries dance with orange and strawberry juices. It's all crowned with a splash of lemon-lime soda.





NC 2025 Travel Guide – Earned Media Placement (from 2024 Visit NC Road Show Pitch)



BIRD SPOTTING

Avian aficionados flock to North Carolina year-round to spy winged wonders soaring, resting and nesting. *by* BRIAN KRAMER

1 SEA OF BLUE
Although solitary hunters, great blue herons raise their young in colonies, notably tiny Heron Island in **Lake Norman**, near the town of Cornelius. A restoration project added vegetation and rocks to prevent the island from being washed away by waves, resulting in a rocky well site to do nests that are protected from human visits from April to August. Watch the action through binoculars or via a live stream at ncwf.org.

2 BIRD'S-EYE PERSPECTIVE
Hikers have long loved the short but rigorous climb (1.5 miles round trip) to the top of **Hawkbill Mountain** near Linville Falls for stunning views of the gorge below, but birders will find their eyes gazing skyward to watch the raptors that frequent the area. Peregrine falcons, turkey vultures, owls and numerous hawk species seem to float effortlessly above the craggy landscape — then suddenly dive for dinner.

3 FLOATS OF FANCY
Lady Swan Boat Tours launch out of Swansboro, taking a maximum of 26 passengers into the surrounding marshes from early spring through early winter. The pontoon-style boats allow for unimpeded vistas during the gentle one- to two-hour rides, many of which focus on wildlife, including ospreys that appear in early March and build elaborative nests above the water.

4 BEACH DWELLERS
Rare flora and fauna coalesce on **Bird Island Reserve**, a protected 1.4-acre barrier island at the west end of Sunset Beach. Loggerhead sea turtles may be the marquee attraction, but a year-round cast of shorebirds — such as brown pelicans, black skimmers, blue egrets, terns and herons — will also lift your spirits. After exploring the island, leave a message in the beloved knifed Spirit mailbox, about 1.5 miles southwest of the public beach access.

5 AVIAN CENTRAL
For a breeding double shot, head for Sanford. Split the two lakes at **San-Lee Park** and glimpse a brood of water-loving birds, notably the billed kingfisher with its distinctive blue rufous. A scenic 17-mile drive north, **White Pine Nature Preserve** features 6 miles of trails through forests populated with wild turkeys and pileated woodpeckers. Keep your ears open for migratory musicians, including yellow-billed cuckoos and yellow-throated warblers.

6 EDUCATION STATION
Boost your birding IQ with a visit to **Howell Woods Environmental Learning Center** in Four Oaks. This 2,856-acre property offers guided walks and classes, many on topics like migration and birdhouse building. Download their Bird Checklist to track how many of the 76 species you've encountered (which may include white-eyed vireos or Kentucky warblers).

GLIDE AND SEEK The expert guides of **Native Girl Kayaking**, based out of Herford, have a well-trained eye for avian life. Their fall trips through the **Diemel Swampy Canal** are likely to include sightings of bald eagles and pileated woodpeckers, along with the occasional green heron, black bear and migrating monarch butterfly. Follow the 4.4-mile water trail loop at **Merchants Millpond State Park** in Gatesville, looking and listening for woodpeckers and warblers darting among old-growth cypress trees.

The free **Merlin Bird ID app** is a favorite recognition tool for both beginning and seasoned birders. The popular **Photo ID** feature suggests ornithological names for your pics of feathered friends.

3 FLOATS OF FANCY
Lady Swan Boat Tours launch out of Swansboro, taking a maximum of 26 passengers into the surrounding marshes from early spring through early winter. The pontoon-style boats allow for unimpeded vistas during the gentle one- to two-hour rides, many of which focus on wildlife, including ospreys that appear in early March and build elaborate nests above the water.



Social Media Metrics and Snapshot – October 2024 thru January 2025



February 2025 Report:

Facebook – 9,809 followers; 6.7K likes
 Instagram – 2,371 followers

October 2024 Report:

Facebook – 9,346 followers; 6.5K likes
 Instagram – 2,276 followers

Top 3 Posts by Views (Paid and Organic)

🎄🌊 The Friendly City by the Sea is ready for the holidays! Enjoy the Town of Swansboro's dazzling 🌈 Annual Christmas Flotilla on Friday, November 29th from 5 to 8pm, explore the trails at Hammocks Beach State Park, and shop local on Small...
 Nov 20, 2024

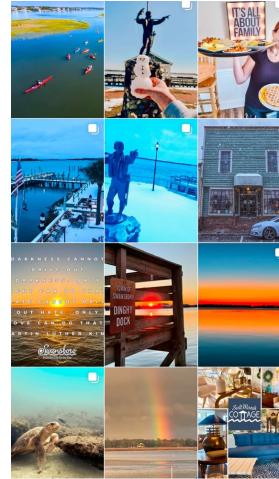
Views Reach Interactions
51,116 **26,043** **462**

✨ A LAST-MINUTE long weekend getaway this December ✨ before the holiday hustle begins could be just what you need. Gather your girlfriends for some much-needed quality time in Swansboro! Book your stay at our award-winning 🏡...
 Dec 3, 2024

Views Reach Interactions
39,012 **23,048** **839**

❄️ Even winter days hold a little magic. Whether you're a local or dreaming of your next getaway, it's these small, unexpected moments that make Swansboro so special! 🌈 Huge thanks to 🙌🏻 David Stewart for sending in this amazing RAINBO...
 Tue, Jan 7

Views Reach Interactions
26,814 **19,151** **1,427**



Insights ⓘ

Last 90 Days ▾ Nov 1 - Jan 29

Overview

Views	50.8K >
Interactions	2,509 >
Total followers	2,371 >

Content You Shared See all



Posts	37 >
Stories	220 >
Reels	6 >



Locations

Maximum

Countries

Regions

US

Link clicks	4,804
Cost per Link Click	\$0.12
Reached	74,592
CTR	3.04%

Results

Link clicks	4,804
Cost per Link Click	\$0.12
Amount spent	\$562.21
	\$562.21 lifetime budget
Reach	74,592
Impressions	158,159

Show more



Visit Swansboro NC

Sponsored



Discover the charm and FUN in Swansboro this October and throughout the fall season!
#VisitSwansboroNC #FriendlyCityByTheSea



visitswansboro.org
Mullet Festival of North Carolina | Swansboro

Learn more

You, Mari... 22 comments 230 shares

Swansboro Mullet Festival of NC // Sept-Oct 2024

INSTAGRAM STORIES





2024 Candlelight
Oct 18, 2024 - Nov 9, 2024

Completed

[Edit](#) [Duplicate](#)

Date ▾ [Metrics](#)

Results

Link clicks	5,451
Cost per Link Click	\$0.11
Amount spent	\$600.00
	\$600.00 lifetime budget
	Limit reached
Reach	68,461
Impressions	185,916

[Show more](#)

Swansboro by Candlelight // November 2024

Visit Swansboro NC
Sponsored

Get ready for a blast from the past!
Experience an unforgettable evening of shopping and nostalgia in Historic ...[See more](#)

NOVEMBER 9TH 5-9 PM
Swansboro
Candle Light
Shopping Tree Lighting

HISTORIC DOWNTOWN SWANSBORO

[visitswansboro.org](#)
Escape to Historic... [Learn more](#)

visitswansboronc
Sponsored

NOVEMBER 9TH 5-9 PM
Swansboro
Candle Light
Shopping Tree Lighting

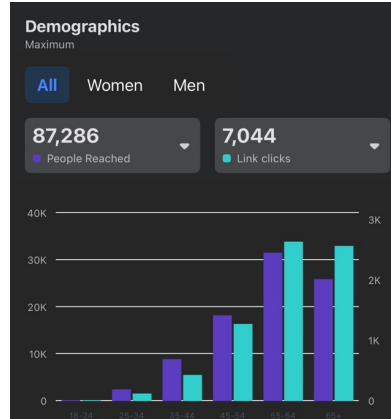
Wine Tastings & More!
HISTORIC DOWNTOWN SWANSBORO

[LEARN MORE](#)



Christmas Flotilla & Thanksgiving Weekend // November 2024

Results	
Link clicks	7,044
Cost per Link Click	\$0.0790
Amount spent	\$556.30
	\$600.00 lifetime budget ✎
Reach	87,286
Impressions	184,463



Visit Swansboro NC Sponsored

Kick off the holiday season in Swansboro over Thanksgiving weekend! Join us for our Christmas Flotilla, Shop Small [...See more](#)

- Swansboro Christmas Flotilla: See the Holiday... [Learn more](#)
- Relax & Enjoy Family Time: [Learn more](#)
- Let us Do the Cooking: HAPPY THANKS GIVING [Learn more](#)
- Soak in a Fall Sunset: Feel the Magic Alon... [Learn more](#)
- Explore the Trails: Get Outdoors at Hammoc... [Learn more](#)
- Shop Small Saturday: Find Unique Holiday Gif... [Learn more](#)



Last Minute – December Weekend Getaway in Swansboro Boost // December 2024

Campaign

Edit Duplicate

Date Metrics

Results

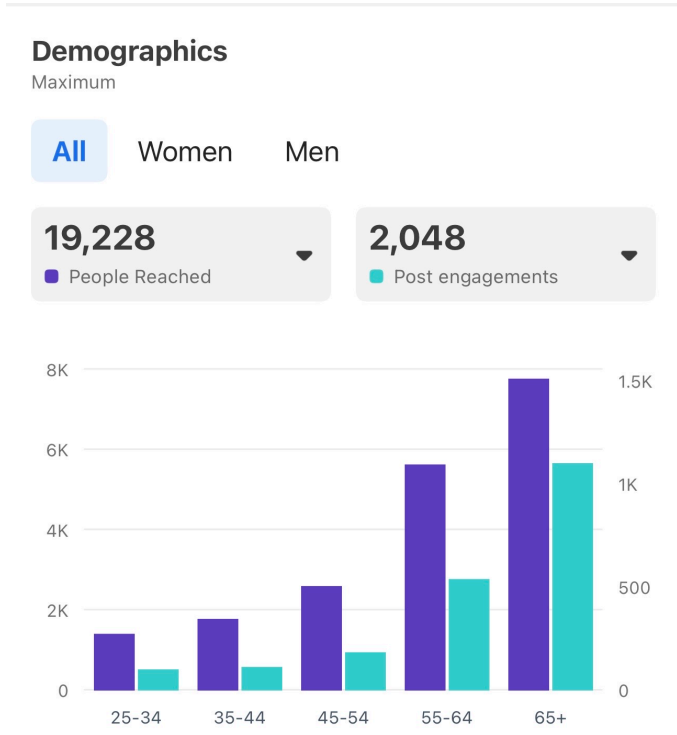
Post engagements	2,048
Cost per Post Engagement	\$0.0732
Amount spent	\$149.92
	\$150.00 lifetime budget
	\$0.08 remaining
Reach	19,228
Impressions	32,107

Show more

Visit Swansboro NC Sponsored

✨ A LAST-MINUTE long weekend getaway this December ✨ before the holiday hustle begins could be just what you ...See more

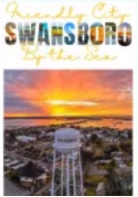
👍❤️ You, Onslow ... 22 comments 38 shares





Monthly Eblasts – November 2024 through January 2025


Visit Swansboro Marketing Eblasts



January 2025 Eblast

Sent ✉ Email • Sent Jan 1, 2025 at 5:24pm EST


744 sends • [495 \(70%\) opens](#) • [29 \(4%\) clicks](#) • [37 \(5%\) bounces](#) • [3 \(1%\) unsubscribes](#)



December 2024 Eblast

Sent ✉ Email • Sent Dec 1, 2024 at 4:31pm EST

[739 sends](#) • [370 \(53%\) opens](#) • [24 \(3%\) clicks](#) • [35 \(5%\) bounces](#) • [0 \(0%\) unsubscribes](#)



November 2024 Eblast

Sent ✉ Email • Sent Nov 1, 2024 at 6:47pm EST

[720 sends](#) • [476 \(69%\) opens](#) • [43 \(6%\) clicks](#) • [34 \(5%\) bounces](#) • [1 \(1%\) unsubscribe](#)

Industry Standards:

Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
----------------------	----------------------------------	----------------

Overall:

32.55%	2.03%	10.31%
--------	-------	--------

Travel & Hospitality:

31.02%	1.34%	8.81%
--------	-------	-------

The Visit Swansboro Email List is **actively growing** – due to the promotional getaway contest ads we are running – branding Swansboro as a vacation destination.


To date, there are now **1,079 contacts** on our list.

23

Visit Swansboro Promotional Getaway Contest // Fall & Winter 2024/2025

Visit Swansboro NC
Jan 15 · 🌐

Discover winter & spring break adventures at the coast!
ENTER NOW for your chance to WIN the ultimate escape to Swansboro, NC! ❤️ ❄️ #VisitSwansboro




Make Magical Romantic Moments Learn more Perfect fo

193 7 comments 12 shares

Visit Swansboro NC
Jan 15 · 🌐

Discover winter & spring break adventures at the coast!
ENTER NOW for your chance to WIN the ultimate escape to Swansboro, NC! ❤️ ❄️ #VisitSwansboro




Perfect for a Girl's Trip! Learn more Shel

193 7 comments 12 shares

Visit Swansboro NC
Jan 15 · 🌐

Discover winter & spring break adventures at the coast!
ENTER NOW for your chance to WIN the ultimate escape to Swansboro, NC! ❤️ ❄️ #VisitSwansboro



Shelling Excursions & Eco Tours All Year Long! Learn more Expl


193 7 comments 12 shares



This Facebook / Instagram Ad Campaign is currently active & running.

Visit Swansboro NC
Jan 15 · 🌐

Discover winter & spring break adventures at the coast!
ENTER NOW for your chance to WIN the ultimate escape to Swansboro, NC! ❤️ ❄️ #VisitSwansboro




Explore Together on a Guided Kayak Tour Learn more Rela

193 7 comments 12 shares

Visit Swansboro NC
Jan 15 · 🌐

Discover winter & spring break adventures at the coast!
ENTER NOW for your chance to WIN the ultimate escape to Swansboro, NC! ❤️ ❄️ #VisitSwansboro




Relax on a Coastal Marsh Cruise Learn more Ente

193 7 comments 12 shares

Visit Swansboro NC
Jan 15 · 🌐

Discover winter & spring break adventures at the coast!
ENTER NOW for your chance to WIN the ultimate escape to Swansboro, NC! ❤️ ❄️ #VisitSwansboro



Enter for Your Chance to Win! Learn more

193 7 comments 12 shares



Visit Swansboro Promotional Getaway Contest // Fall & Winter 2024/2025



This contest was embedded into the Mullet Festival // Fall Marketing Campaign landing page. I refrained from pushing it out as much as I had planned – as the timing coincided with the NC focus and mood on the immediate response to the recovery efforts from Helene.



Visit Swansboro Promotional Getaway Contest // Fall & Winter 2024/2025



Integrated Campaign

- Facebook/Instagram Ads – currently active
- Eblasts via Our State & Raleigh Magazine
- Print Ad – Raleigh Magazine – February 2025 issue
- Builds Visit Swansboro Email List
- Promotes Swansboro as being known as an overnight vacation destination

Promotes visitation to audiences with a variety of interests – romantic getaway, girls trip, shopping, dining, - includes visitor experience - winter shelling, sunset cruises, paddling incorporating both winter and spring season.

<https://www.visitswansboro.org/get-away-contest-entry/>

<https://www.visitswansboro.org/hearts-horizons-getaway-visit-swansboro/>



Our State Magazine – Sunday Morning Eblast // January 26, 2025 & February 25, 2025

January 26, 2025 Eblast - Complete

February 23, 2025 Eblast - Upcoming

OM Our State Magazine
To: ANNE MARIE BASS > Sunday

For you: Elizabeth's Corner 🍪



One of our favorite stories by our editor in chief.



Win a Swansboro Getaway Adventure

Enter Swansboro's Hearts & Horizons **Getaway Contest!** Discover historic waterfront charm, island adventures, and awe-inspiring sunrises and sunsets. Ideal for romantic retreats, girls' getaways, and family escapes. Uncover coastal treasures, savor local flavors, and make moments that matter in Swansboro!

Stats Report to follow in next STDA report.



Enter to Win Coastal Charm, Adventure & Relaxation at the NC Coast



Escape to Swansboro, NC for a **romantic retreat**, **girls' getaway**, or a **family adventure**. Bask in stunning sunrises and sunsets, savor coastal flavors, and make lasting special moments in the "Friendly City by the Sea."

A **2-night stay**, **fine dining**, and an **eco-adventure voucher** await! Don't miss this chance to make Swansboro your next destination!

[Enter to Win Today!](#)

Raleigh Magazine Eblasts // January 15, 2025 & February 5, 2025

RALEIGH INSIDER

FROM OUR PARTNERS



Escape to Swansboro, NC for a **romantic retreat**, **girls' getaway**, or a **family adventure**. Bask in stunning sunrises and sunsets, savor coastal flavors, and make lasting special moments in the "Friendly City by the Sea."

A **2-night stay**, **fine dining**, and an **eco-adventure voucher** await! Don't miss this chance to make Swansboro your next destination!

[Enter to Win Today!](#)



Our State Magazine – Ad Placements // October 2024



October 2024 –
Special Interest
Publication



October 2024



Raleigh Magazine – Full Page Ad Placement // December | January 2025 Special Issue





Swansboro Chamber Guide – Ad Placement // 2025



**2025 Chamber Guide – Full Page Ad
- to be printed**



SwanFest
2025 Outdoor Free Summer Concert Series
Each Sunday from Memorial Day through Labor Day

Sunday Evening 6:30 pm - 8:00 pm
The Olde Towne
No Pets • No Alcohol

For more information visit
SeasideLive.com

HISTORIC DOWNTOWN SWANSBORO

MERCHANTS & RESTAURANTS GUIDE

Annual Swansboro Events

SEPTEMBER 14, 2025
By The Sea
Downtown Swansboro
1326-2600

WEEK OF JULY
Hance Day
Downtown Swansboro
9-2400

SEPTEMBER 12, 2025
Mullet
Downtown Swansboro
9-2400

SEPTEMBER 24, 2025
Fishing
Downtown Swansboro
9-2400

Front Street
GROCERY

Swansboro
www.VisitSwansboro.org

Heritage Center
Monday 1:00 pm to 4:00 pm
SwansboroHistoricSite.org

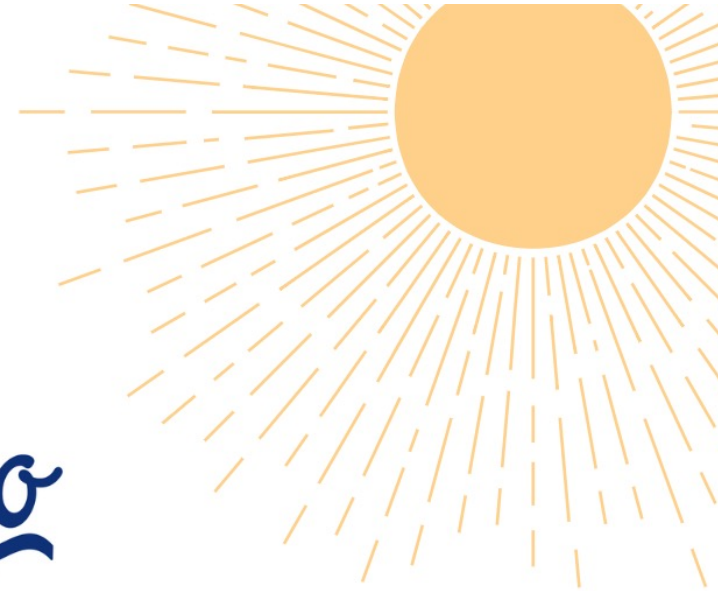
Downtown Merchants & Restaurants Guide & Map – Fall 2024

- 1 Swansboro Paddle Boarding & Kayaking**
(919) 389-2474 Paddle Boards, kayaks, boat & jet ski rentals, island tours, customized guided trips, repairs, & more!
- 2 By The Bridge Restaurant**
(919) 708-1020 South Florida fusion inspired eating breakfast, lunch and dinner. Full bar, signature cocktails and pub-style burgers and sandwiches.
- 3 Glamour and Grace Boutique**
(919) 325-8197 Offering a variety of men's and women's clothing & accessories.
- 4 Boro Low Country Kitchen**
(919) 326-0501 Casual on the water, Seafood Low Country Bolls, Fried and Grilled Seafood, Philly Cheese, Italian Sausage, Chicken. Specializing in pick up, out in, and catered platters.
- 5 The BORO Restaurant & Bar**
(919) 325-0802 Local fresh seafood, American and eclectic menu. Chef features daily live acoustic music Wed, Fri, Sat, weather permitting. Large outdoor courtyard seating. Cozy inside dining room. 12 craft draft local beers.
- 6 Swansboro Front Street Grocery**
(919) 325-1928 An artisanal grocery with a great assortment of snacks, drinks, beer, wine, English baked goods, local produce, ice cream and more.
- 7 Yank's Restaurant**
(919) 326-5501 Talk of the Town 5 Star Award Winner. A 1950s diner serving breakfast and lunch. Burgers, shakes, famous fruit fritters, omelets and gourmet salads.
- 8 Gray Dolphin**
(919) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.
- 9 Rogue Banks Realty**
(919) 326-0868 A proven leader in real estate sales.
- 10 Humphrey Farm General Store**
(919) 348-4669 Signature jams, salads, pickles, sauces, dip mixes, teas and coffees. 100 year old olive oils and more!
- 11 Poor Man's Hole**
(252) 671-0020 Handcrafted furniture by Speight Rhue, gifts and vintage artfakes.
- 12 The Mercantile**
(919) 325-7004 Nautical gifts, antiques, t-shirts, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.
- 13 Investigator Fishing & Diving Charters**
(919) 382-7915 Operating a 51' Centerline for all of our fishing & freediving charters and a 36' Topaz and 45' Viking for our SCUBA diving charters. Dive charters that offer wreck, ledge and night diving. Specializing in Mosquitofish Food Hunt.
- 14 The Lady Swan / Swansboro Boat Tours**
(919) 325-1200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!
- 15 Bake Bottle & Brew**
(919) 326-7330 Gift and book store offering beer, wine, coffee and Hershey's hot cream. Shop, sip and enjoy beautiful water views.
- 16 Willy Nilly Warehouse**
(919) 325-0857 Waterfront destination for live music, beer, wine, slushies and unique gifts.
- 17 Saltwater Grill**
(919) 326-7300 People come for the view and stay for the food – casual atmosphere, seafood, steaks, gourmet salads, full service bar featuring a superior wine selection.
- 18 Casper's Marina**
(919) 326-4462 Easy docking, boat gas, dry stack facility, ships store.
- 19 Novelty Nook**
(919) 325-7457 Gifts for all ages. Year round Christmas Store with ornaments, cheer and more. Variety of Swansboro logo merchandise.
- 20 Rocket Fizz**
(919) 325-7100 Retro candy, toads, pop/ice cream/hoy! 5,000+ types of nostalgic & international candy! Come and be Willy Wonka for the day!
- 21 Giovanni's Brooklyn Bagels**
(919) 327-4446 Offering fresh bagels, sandwiches, pretzels, pastries, and coffee! Open Mon - Sat, 7am to 2pm, Sun, 8am to 2pm.
- 22 Bella Hair & Boutique**
(919) 389-8979 Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and keratin.
- 23 Med Spa / Reverse by Lisa**
(252) 784-1862 Cosmetic Injectors & Laser Specialist. Botox, Fillers, Laser Treatments, RF Microneedling and Skin Care Products. Call for more information.
- 24 Church Street Market & Pub**
(919) 325-2546 Specialty sandwiches, soups, desserts, fine wines, beer & spirits. Breakfast Fri, Sat, Sun 7:30am to 10:30am
- 25 Swansboro Visitors Center**
(919) 326-4428 Open 10am-5pm, 7 days a week. One unisex restroom available.
- 26 Swansboro Town Hall**
(919) 326-4428 www.swansboro-nc.org
- 27 Cadro De Azmav/Cigar Shop**
(252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.
- 28 Silver Line Jewelry, Art & Unique Finds**
(919) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying concert earnings made for smoother ears.
- 29 Gigi Nails**
(919) 915-6448 Nail Salon offering manicures and pedicures. By appointment only.
- 30 To Be Announced**
(919) 325-8140 Ladies' and men's apparel. Women's accessories, purses, shoes and body care.
- 31 Merrow Boutique**
(919) 325-8140 Effortless, effortless resort style, thoughtfully curated for the wedding traveler in all of us.
- 32 Din's Martinis and Desserts**
(919) 325-8140 Din's Martinis and Desserts is a craft cocktail and dessert bar that specializes in crafted cocktails, delicious desserts, savory small bites and so much more!
- 33 Boro Girl Boutique**
(919) 630-0056 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located inside the historic Buxton's Building Mon-Thurs 11-5; Fri & Sat 10-5; Sun 11-4
- 34 Salt Marsh Cottage**
(919) 708-1164 Must haves for Coastal Living!
- 35 Preston's Corner Bar & Grill & The Back Bar on Front Street**
(919) 708-1265 Homemade coastal cuisines with southern influences. Open 7 days a week serving breakfast, lunch and dinner. Craft cocktails and two spacious bars that stay open late! Casual, friendly, comfortable setting.
- 36 Cameo Boutique**
(919) 326-4208 Trendy fashions, shoes and accessories.
- 37 Il Cigno Italiano**
(919) 326-7945 Italian cuisine, Housemade Gnocchi, Pasta, and Mozzarella, lunch and dinner, fresh local fish. Chef features daily waterfront dining at its best.
- 38 Riverside Steak & Seafood**
(919) 326-8847 Serving fresh caught NC seafood, premium steaks, nightly chef specials, accommodations for large families and children's menus, famous sweet potato muffins, full bar and extensive wine list.
- 39 Poppy's Fishing Charters, Coastal Tours, Kayaking & Rental Center**
(919) 325-7876 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro.
- 40 Sound Side Outfitters**
(919) 708-1013 The Crystal Coast's premier fly shop for all your fly fishing needs. Rods, reels, materials, flies, charters and more.
- 41 Poppy's Bait & Tackle Shop**
(919) 325-7876 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.
- 42 Nancy Lee III Fishing Charters, LLC**
(252) 334-9474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.

visitswansboro.org

We will print 5000 for Spring 2025. Approx. 250 qty will be shipped to each the 14 NC Welcome Centers & the remainder for distribution locally in Swansboro.





Swansboro

Friendly City by the Sea

APPENDIX





2024/2025 STDA Approved Contingency Budget – Snapshot as of 1.30.2025

SWANSBORO TDA / FY 2024-2025 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2024/2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2025) (2 reprints per year - cost split between TDA and merchants)	700.00		700.00	8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece
				Fall Reprint completed in October 2024 - Expense to be paid from Downtown Merchants Fund
Dream Host - 2024/2025 Annual website hosting & Maintenance Plan	1,811.28	1811.28	0.00	Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month
Misc. Tech Needs for Website @ \$99/hour (Dream Host hourly rate)	400.00		400.00	Assumes 4 hours total
Constant Contact License - Estimate	600.00		600.00	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. We may still qualify for a non-profit discount as we did this year.
2024/2025 Our State Magazine Coast Host Section Ads	9,338.00	5336	4,002.00	6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
2024/2025 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00	1 AD: 1/6 Page - Aug 24
NEW 2024/2025 Our State Magazine - October 2024 Special Pub	1,600.00	1600	0.00	1 AD: 1/4 Page - "Foods in 100 Counties"
2024/2025 Our State Magazine - Sponsored Eblasts	2,790.00	1395	1,395.00	2 EBLASTS: Sunday Morning Read - Jan 24, 2025 - COMPLETE & Feb 25, 2025
2024/2025 Raleigh Magazine - Travel Section	2,125.00	1625	500.00	July/Aug 2025 (Travel Issue) - Half Page - COMPLETE ; Feb 2025 - COMPLETE & April 2025 - 1/4 Page
2024/2025 Raleigh Magazine - DECEMBER JANUARY Special Travel	1,600.00	1500	100.00	Full Page Ad - Special Travel Section (due to Helene)
<i>I opted not to commit, because I thought this amount would be better utilized to a possible alternate digital campaign.</i>				
2025 NC Coast Host Membership Dues	350.00	350	0.00	



2024/2025 STDA Approved Contingency Budget – Snapshot as of 1.30.2025

SWANSBORO TDA / FY 2024-2025 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2025 Emerald Isle Barefoot Guide - comes out in March 2025	950.00	877.5	72.50	Comes up for contract in October 2024 for March 2025 pub date
2025 Bluewater Beacon Real Estate Guide	1,110.00		1110	Sign contract in May 2025 - goes to print in June 2025
<i>I've been informed that continuing producing this publication is under review and TBD</i>				
2024/2025 Facebook Advertising	7,000.00	3403.71	3,596.29	From July 1, 2024 to June 30, 2025
<i>includes \$500 / \$2000 total per festival - per Anna (Swansboro Festivals Budget)</i>		<i>spent as of 1.29.25</i>		
2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00	Submitted in October 2024 for 2025 Guide
OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0.00	Update Video Asset - twice a year, per contract with Honeycutt Advertising
Retainer Fee @ \$2016/month	24,192.00	24192	0.00	
GRAND TOTAL	62,341.28	49865.49	12,475.79	

If there is any interest in additional advertising efforts, I recommend that a budget amount be determined and agreed, and subsequently - I will resume applying my time and effort to determine the best media placements according to the strategy and objectives desired.

The Waterway Guide has been an advertising vehicle to attract and inform the boating community – prior to Florence. I have presented their proposal previously where the opportunity has been tabled (to my recall.) Please let me know if the STDA Board would like to resume advertising here or receive additional advertising info in general.



2024/2025 STDA Approved Contingency Budget – Snapshot as of 1.30.2025

2024/2025 Approved Marketing Contingency Budget	6,900.00
<i>Additional Expenditures</i>	
Shipping Costs - Fall 2024 Merchant Guides to Welcome Centers	401.37
Additional Shipping Costs Merch Guide - Local Swansboro	43.77
Raleigh Magazine Eblasts -- January 15 & February 5	1,500.00
ESTIMATED Shipping costs - Spring 2025 Merch Guides	450.00
Promotional Gift Cards - Get Real Go Reel; Hearts & Horizons	200.00
Spent/Committed to Date	2,595.14
Remaining	4,304.86

Comments:

New Promotional Swag Bags: Per the Fall STDA Board meeting, I will plan to purchase some new swag bags for groups and VIPs, etc. I have spoken with Kelley Brown (Hampton Inn) and she did not need these right away. I have delayed as I understand that the Visitor Center is being remediated (which is where they have been stored) and perhaps wait to order until the work is completed. Please advise.

The Bluewater Beacon has let me know that they may (or may not) continue producing that book. Subsequently there is \$1100 that we had allocated that is now a possible addition to the contingency fund.

Please note that the Budget Snapshots may not be exact – these are my best efforts to help in keeping expenditures up-to-date and for a common understanding.



Tourism Development Authority Special Meeting Agenda Item Submittal

Item To Be Considered: **Funding Request/Budget Amendment #2025-2**

Board Meeting Date: **February 6, 2025**

Prepared By: **Sonia Johnson, Finance Director**

Overview: The following funding requests have been received.

- Town of Swansboro-Parks & Recreation-Festival & Events/Piratefest
- Swansboro Military Affairs Committee

Background Attachment(s):

1. Town of Swansboro-Festivals & Events/Pirate Fest-Application & supporting documents
2. Swansboro Military Affairs Committee-Application & supporting documents
3. Budget Ordinance Amendment #2024-2

Recommended Action:

1. Motion to approve funding request for Town of Swansboro-Festival & Events/Piratefest
2. Motion to approve funding request for Swansboro Military Affairs Committee
3. If needed, motion to approve Budget Ordinance Amendment #2025-2

Action: _____

Application for Swansboro Tourism Promotion Fund Assistance

The Swansboro Tourism Development Authority (STDA) is interested in assisting new events that bring revenue and overnight stays to strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, we strongly recommend that each applicant's goal should be to becoming self-sustaining.

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization: *
Town of Swansboro

Name of Event, Activity or Project to be Funded*
Swansboro Festivals: Arts by the Sea (2025), Independence Day(July 3, 24), Mullet Festival (Oct 11-13, 24), and Flotilla(Nov 29, 24)

Is Applicant a 501c3? *
 Yes
 No

Is Applicant Tax Exempt? *
 Yes
 No

Application Contact Person*
Anna Stanley

Title*
Parks and Recreation Director

*
601 West Corbett Ave
Mailing Address

City
Swansboro

State *
NC

Zip Code
28584

Primary Phone
910-326-2600

Alternate Phone

Email Address
astanley@ci.swansboro.nc.us

Date or Dates of Activity or Project *
July 1, 2024 — June 30, 2025

Amount Requested *
\$6500

Notes

Organization refers to the applicant or operating entity and the terms may be interchangeably used.

Activity is used to reflect a program, project, activity, festival, or event for which funding is being sought. The applicant may use any word that adequately describes their activity.

Dates: Because this application covers a time longer than one year, if your event occurs during July-August, please note whether it is schedule to occur twice and if so, please list the dates for both if available.

An attachment may be provided in lieu of using the space provided in the application. The **attachment must reference the specific section** being referenced, be in order behind the signature page and the section being answered in the attachment should be marked to indicate an attachment has been provided.

Only this application and approved attachments should be included in the submission.

Section 2. Organization Information

What is the purpose of the Organization?
See attached sheets

Please limit to 3 lines of text

Number of years organization has been in business, Number of years organization has operated as IRS tax exempt, Does the Organization have a Board of Directors?

71 Town (BOC) Parks and Rec (Advisory Board)

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a 501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization, describe the leadership of the activity and what if any, oversight others may have over that leadership.*

Item III - c.

The Town of Swansboro and the Parks and Recreation Dept oversees the festivals. Festival committees consist of Management (Parks & Rec, Administration, Fire, Police, and Public Works), Vendor, and Entertainment Chairman). The festival relies heavily on volunteers to execute festival day activities. The management team meets frequently before and after each festival.

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

Are any of the Board Members, employees, or staff of the organization that will be carrying out this activity, or members of their immediate families or their business associates:

Employees of the Town of Swansboro or related to an employee of the Town of Swansboro *

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority*

- Yes
 No

Potential beneficiaries of the activity for which funds are requested?

- Yes
 No

Paid providers of goods or services to the activity or having other financial interest in the activity?

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

John Barlow, Town Manager

Phone

910-326-4428

Email

tnmgr@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Town of Swansboro, Sonia Johnson

Phone

910-3226-4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Anna Stanley, Parks and Recreation Director

Title

Festival Director

Phone

910-326-2600

Email

astanley@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

[Empty text box]

Item III - c.

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Any Other Administrator responsible for this activity

[Empty text box]

Title

[Empty text box]

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Section 6. Nature of the Activity

What is the purpose of the activity?

See attached sheets

Is this a fundraiser for the organization? *

- Yes
- No

This does not disqualify the activity for funding

Is admission or a fee charged? *

- Yes
- No

What is the target audience for the event?

All demographics, families, adults, seniors

Section 7. Organizational Capacity

See additional sheets

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.

See additional sheets

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

See additional sheets

Section 10. Promotional & Marketing Activity

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

See additional sheets

Section 11. Summary of sources and amounts of funding for the activity for the past five years

If your activity does not have a past history, then only include the budget numbers for current FY. See additional sheets

What constitutes your fiscal year?

–

State 5 years previous

Actual

State 4 years previous

Actual

State 3 years previous

Actual

State 2 years previous

Actual

State 1-year previous

Estimated

State Current

Budget

County 5 years previous

Actual

County 4 years previous

Actual

County 3 years previous

Actual

County 2 years previous

Actual

County 1-year previous

Estimated

County Current

Budget

Authority 5 years previous

Actual

Authority 4 years previous

Actual

Authority 3 years previous

Actual

Authority 2 years previous

Actual

Authority 1-year previous

Estimated

Authority Current

Budget

Other 5 years previous

Actual

Other 4 years previous

Actual

Other 3 years previous

Actual

Other 2 years previous

Actual

Other 1 year previous

Estimated

Other Current

Budget

Activity 5 years previous

Actual

Activity 4 years previous

Actual

Activity 3 years previous

Actual

Activity 2 years previous

Actual

Activity 1-year previous

Estimated

Activity Current

Budget

Total 5 years previous

Actual

Total 4 years previous

Actual

Total 3 years previous

Actual

Total 2 years previous

Actual

Total 1-year previous

Estimated

Total Current

Budget

Narrative

See attached sheets

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

See attached sheets

Section 12. Summary of expenditures for the activity for the past five years. See additional sheets

If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditures can be used for each of the categories.

What constitutes your fiscal year?

-

5 years previous Salaries & Benefits

Actual

4 years previous Salaries & Benefits

Actual

3 years previous Salaries & Benefits

Actual

2 years previous Salaries & Benefits

Actual

1-year previous Salaries & Benefits

Estimated

Current Salaries & Benefits

Budget

5 years previous Promotion, Media, or Advertisements

Actual

4 years previous Promotion, Media, or Advertisements

Actual

3 years previous Promotion, Media, or Advertisements

Actual

2 years previous Promotion, Media, or Advertisements

Actual

1-year previous Promotion, Media or Advertisements

Estimated

Current Promotion, Media, or Advertisements

Budget

5 years previous Awards, Music, Performers, Art

Actual

4 years previous Awards, Music, Performers, Art

Actual

3 years previous Awards, Music, Performers, Art

Actual

2 years previous Awards, Music, Performers, Art

Actual

1-year previous Awards, Music, Performers, Art

Estimated

Current Awards, Music, Performers, Art

Budget

5 years previous Payments for lodging

Actual

4 years previous Payments for lodging

Actual

3 years previous Payments for lodging

Actual

2 years previous Payments for lodging

Actual

1 year previous Payments for lodging

Estimated

Current Payments for lodging

Budget

5 years previous Any Other Expenses

Actual

4 years previous Any Other Expenses

Actual

3 years previous Any Other Expenses

Actual

2 years previous Any Other Expenses

Actual

1 year previous Any Other Expenses

Estimated

Current Any Other Expenses

Budget

Item III - c.

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

Estimated

Current Total

Budget

Narrative: Describe any other funding provided and give information that would help the Authority have a more complete understanding of this information.

Section 13. Activity Budget Detail

Provide a Detailed budget for the activity. Provide income, expenditures, and anticipated revenue (including how you would spend Authority Funds). For administrative grant provide total operating budget for the organization. An attachment such as a printout from a spreadsheet or the spreadsheet file is preferable.

See additional sheets

Please attach and label as "Detailed Budget" and this section number.

Section 14. Tourism Related Impacts

Please answer as completely as possible, but if you do not know, or it is undetermined, please state so. Unless otherwise stated, questions refer to the FY16 Activity as proposed.

Is the Activity an annual event or do you hope that it will be?

Annual (it has occurred twice)

Hoped to be Annual

One Time Activity

If checked, do you plan to become self-sustaining

Yes No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years*.

*If funded by the TDA, this number should match your after-action report, or the report should be amended. See additional sheets

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

Actual

Current Estimated Total Participants

Estimated

2 years previous Estimated Participants who travel more than 100 miles

Actual

1-year previous Estimated Participants who travel more than 100 miles

Actual

Current Estimated Participants who travel more than 100 miles

Estimated

2 years previous Estimated Overnight Stays for this Activity

Actual

1-year previous Estimated Overnight Stays for this Activity

Actual

Current Estimated Overnight Stays for this Activity

Estimated

2 years previous Organizational Paid Employees assigned to this Activity

Actual

1-year previous Organizational Paid Employees assigned to this Activity

Actual

Current Organizational Paid Employees assigned to this Activity

Estimated

2 years previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

1-year previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

Current Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Estimated

2 years previous Estimated volunteers to be involved in this Activity

Actual

1-year previous Estimated volunteers to be involved in this Activity

Actual

Current Estimated volunteers to be involved in this Activity

Estimated

2 years previous Estimated Value of Overnight Stays from Previous Activity*

*If funded by the TDA, this number should match your after-action report, or the report should be amended.

Section 15. Tourism Development Plan

A. Describe how the Activity will encourage persons to stay overnight in Swansboro lodging facilities.

See additional sheets

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

See additional sheets

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

See additional sheets

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

See additional sheets

Section 16. Volunteers

Does this Activity intend to use volunteers?

- Yes
- No

Section 17. Other Award Criteria Items

A. Does the Activity follow any of the goals adopted by Swansboro? This is not required but does add to the adopted criteria for consideration by the Authority. The goals are available by email or on the web.

B. Will the Activity be operated or performed in a manner that is consistent with standards for such activities?

[Empty text box for response to question B]

Item III - c.

C. Is there professional management or a demonstration of competence among the operators?

The current Parks and Recreation Director has over 20 years' experience in festival administration and planning. Another staff member who assists the director in organizing the festival served on the Swansboro Festival Committee for 20 years. She has been an integral part of the transition and aiding the department.

D. How does the involvement of the Authority or staff benefit this Activity?

The TDA receives the occupancy tax and revenue is generated through daily visitors.

Section 18. Certifications and Notices

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? No payments will be made to the organization *

- Yes
 No

Does the Organization agree to adhere to other provisions and conditions described in the Instructions for this application? *

- Yes
 No

I certify that I am authorized to sign for the organization and that the information provided, including attachments, is true and correct to the best of my knowledge. I further certify that the organization I am signing for has reviewed and will accept the terms of the provided instructions if funding is approved.

Authorized Signer for Organization

Anna Stanley

I accept the conditions *

- Yes

* Indicates a required field

NOTES TO APPLICANT

- Applications may be submitted to: Sonia Johnson, Finance Director, Town of Swansboro, 601 W. Corbett Ave., Swansboro, NC 28584
A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

*****The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$6500 each year or match the funds that Onslow County Tourism provides each year.**

Section 2. Organization Information

What is the purpose of the Organization

The Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public, which allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County.

In the 2024-25 fiscal year it is estimated that the festivals will cost \$134,635. The Town of Swansboro Parks and Recreation Department is asking for \$6,500 to assist with covering the increasing cost of fireworks, entertainment, a professional sound company, and new methods to advertise the festivals. The Town of Swansboro Parks and Recreation Department hopes that Swansboro Tourism Development Authority will provide additional funds to support the four community festivals.

Section 6. Nature of the Activity

What is the purpose of the activity?

- **Community Building:** The festivals foster a sense of connection and pride among residents by bringing people together to share cultural, historical, and recreational experiences.
- **Economic Impact:** By featuring local vendors, artists, and businesses, the festivals stimulate the local economy, creating opportunities for growth and partnerships.
- **Cultural Preservation:** The events celebrate and preserve the rich history and traditions of Swansboro, ensuring they are passed down to future generations while educating visitors.
- **Educational Opportunities:** Many festival activities include interactive exhibits, historical reenactments, or workshops that engage visitors in learning about Swansboro's heritage, environment, or crafts.
- **Tourism Development:** These festivals serve as a gateway to introducing visitors to Swansboro, increasing the likelihood of them exploring other attractions, dining, and lodging during future visits.
- **Inclusive and Family-Friendly Atmosphere:** The festivals offer activities suitable for all ages and abilities, ensuring everyone can participate and enjoy a welcoming environment.

Through these unique and engaging experiences, we aim to foster a deeper appreciation for Swansboro while encouraging visitors to return throughout the year, contributing to the town's cultural and economic vitality.

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

The Parks and Recreation Department has overseen the management of the festivals since 2019. The current Parks and Recreation Director has 24 years' experience in festival administration and planning and has overseen the Swansboro Festivals since 2019. Another staff member assists the director in organizing the festival and served on the Swansboro Festival Committee for 20 years. She continues to be an integral part organizing and aiding the department.

The current Director has overseen the festivals since July 2019 and in that time has created a detailed and true cost of the festivals as well as the in-kind contributions, created a new sponsorship brochure, repaired broken sponsor relationships, recruited new sponsors, and secured new media partners. In 2019, festival sponsorships collected were \$8350. Since 2019, sponsorships have increased each year and in 2024 funds have more than doubled. In 2024, the Director raised \$26,200, which is an overall increase of 218%. The goal is to continue to increase sponsorships each year, as there is already new interest for 2025.

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather is dependent. Please attach and label as "Activity Information" and this section number.

The Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public, which allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County. Each year festivals continue to grow, frequently setting record attendance.

Arts by the Sea is a one-day event held on the second Saturday of June. Arts by the Sea highlights artists and crafters as they line the historic streets with beautiful fine art and handmade wares. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture, and metal work are just a few of the crafts represented at this annual event. This is a juried art show where unique products are in abundance for visitors to view and purchase. The festival will highlight local performing artists including dancers, musicians, vocal artists, and more. Approximately 4-6,000 patrons visit Arts by the Sea every year. This past festival, June 10, 2023, sold 86 vendors spaces, which has been the highest since 2019. The festival also has presold over half of the spaces for 2024.

July 4th attracts over 3-5000 patrons that enjoy an evening of fireworks, musical entertainment, and food to celebrate Independence Day. The much-anticipated fireworks can be widely viewed along Swansboro's waterfront, along the bridges and along Highway 24 to Cedar Point.

The Mullet Festival will celebrate its 69th anniversary in 2023. It is the oldest festival on the Crystal Coast and is held on the second weekend of October. The Swansboro Mullet Festival is a two-day event that offers locals and visitors a glimpse into history combined with a modern celebration of all things' mullet. The weekend festivities kick off with The Blessing of the Fleet to honor boat owners that have passed. This is followed shortly with a parade leading downtown where festival goers can browse over 150 vendors and listen to live music. The kids' zone offers a variety of inflatables, slides and crafts allowing younger patrons to burn off some energy while parents relax under the tent. The Mullet Festival attracts over 30,000 visitors to Swansboro and Onslow County from Eastern North Carolina and beyond. Just as with Arts by the Sea, the vendor spaces for Mullet Festival were the largest they have been since 2017 and is almost sold out for 2023.

The Swansboro Christmas Flotilla is a time-honored tradition and fun for the whole family! It is held annually the day after Thanksgiving. Approximately 4,000 visitors gather along Swansboro's waterfront to watch the spectacular parade of boats floating along the White Oak River. Boat captains vie for attention by transforming their boats with bright lights, music, and Christmas characters, all to please the crowds. Santa arrives, via boat, at the Church Street Dock to the delight of hundreds of children. He settles at the Pug Pavilion where he greets each child with a gift, listens to their Christmas wishes while allowing parents to take the Santa photo.

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

Planning for the four festivals takes place all year long each year. Logistic and committee meetings are held for each festival several times prior to the event. After action meetings are held after each event to discuss any issues that may have occurred and how we can improve for the next year. Events are rain or shine and in the case of severe weather, a rain date is selected if possible.

Section 10. Promotional & Marketing Activity

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

Swansboro Parks and Recreation utilizes every media source as well as personal contacts to advertise the four festivals. Efforts include two websites (Parks and Recreation Department, and the Swansboro Festivals), banners, posters, tourism websites (Onslow County and Visti Swansboro NC), community event calendars, and social media outlets. The department is a member of NC Festival and Events Association which promotes the four festivals on their website. The site has an average of 480,000 visitors per month. This membership attracts vendors, performers, and entertainers from Georgia to Virginia. The Town of Swansboro Parks & Recreation Department has secured an exclusive media group with five radio stations for the past four years marketing all the festivals.

Advertising Efforts

Radio

- Exclusive radio partner, 5 stations, reaching 18+ demographics
- All stations within the top 10 ranking by Nielson
- Guaranteed \$6000 in radio ads
- In 2023, the value of the radio ads was \$22,750

Newspaper Ads

- In-kind sponsorship with Tideland News

Marketing Firms

- Working with Front Row Communications since 2022-Facebook ads directed to www.visistswansboro.org. Increase in funds each year
- In 2024, the department began working with WITN for digital advertising. Plans for 2025 include TV commercials and continue digital advertising.

Organizations

- Festivals and Events-festivalsandevents.net
- Festivals.com
- Fairsandfestival.net
- Free listings
- Onslow County Tourism features each festival
- Swansboro Tourism Development Authority-features each festival

Section 11.

Summary of sources and amounts of funding for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year? July 1- June 30

Funding	2020-21	2021-22 (COVID)	2022-23	2023-24	2024-25	Notes
Federal	\$ -	\$ -	\$ -	\$ -	\$ -	
Local-STDA	\$ -	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	\$ 6,500.00	Requesting
County	\$ 6,500.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	Funded
Sponsors	\$ 6,400.00	\$ 13,000.00	\$ 19,750.00	\$ 24,850.00	\$ 26,600.00	
Total	\$ 12,900.00	\$ 29,500.00	\$ 36,250.00	\$ 41,350.00	\$ 43,100.00	
In-kind	\$ 28,820.00	\$ 33,659.00	\$ 33,640.00	\$ 25,955.00	\$ 29,050.00	

Narrative:

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

Funding received from Onslow County Tourism for at least the last 10 years.

The Town of Swansboro Parks and Recreation Department submitted a request for \$20,000 from the Non-profit Tourism Assistance Grant for the 2024-25 fiscal year. Onslow County awarded the Town of Swansboro \$10,000 for the 2024-25 fiscal year.

Section 12. Summary of expenditures for the activity for the past five years.

If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditure can be used for each of the categories.

Fiscal Year: June 1-July 30

EXPENSES		FY 2020-21	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25
LINE ITEM	DESCRIPTION	ACTUAL (COVID)	ACTUAL	ACTUAL	ACTUAL	BUDGETED
11-455-501220	SALARIES-OVERTIME		\$ 12,653.00	\$ 11,667.28	\$ 26,146.64	\$ 30,000.00
11-455-501230	SALARIES-PARTIME		\$ 380.00	\$ 1,360.15	\$ 7,923.89	\$ 10,103.00
11-455-501231	LONGEVITY				\$ 200.00	\$ 200.00
11-455-501810	FICA		\$ 188.00	\$ 104.05	\$ 621.48	\$ 3,083.00
11-455-502010	SUPPLIES-DEPARTMENT	\$ 460.00	\$ 1,857.00	\$ 814.59	\$ 1,906.65	\$ 2,000.00
11-455-502016	PARADE EXPENSES		\$ 1,022.00	\$ 1,608.18	\$ 1,334.70	\$ 1,700.00
11-455-502017	MULLET FESTIVAL EXPENSES	\$ 909.00	\$ 35,293.00	\$ 35,070.61	\$ 31,019.45	\$ 38,000.00
11-455-502018	JULY 4TH EXPENSES	\$ 500.00	\$ 26,103.00	\$ 17,405.85	\$ 29,832.85	\$ 26,722.00
11-455-502019	FLOTILLA EXPENSES		\$ 4,930.00	\$ 6,508.34	\$ 5,184.17	\$ 6,090.00
11-455-502022	ARTS BY THE SEA		\$ 5,451.00	\$ 5,716.84	\$ 6,786.45	\$ 7,115.00
11-455-502029	PUBLIC PERFORMANCE LICENSE		\$ 735.00	\$ 797.29	\$ 1,627.58	\$ 1,552.00
11-455-502500	SUPPLIES-GAS/OIL		\$ 261.00	\$ 63.44	\$ 113.67	\$ 450.00
11-455-503250	POSTAGE					\$ -
11-455-503100	TRAVEL/CONFERENCE		\$ -	\$ -	\$ 373.89	\$ -
11-455-503310	UTILITIES	\$ 834.00	\$ 897.00	\$ 863.88	\$ 968.58	\$ 300.00
11-455-503540	R/M-MAINTENANCE GROUNDS		\$ 86.00	\$ 52.77	\$ -	\$ 100.00
11-455-503910	ADS & NOTICES	\$ 780.00	\$ 1,756.00	\$ 4,415.81	\$ 6,519.23	\$ 6,530.00
11-455-504910	DUES/SUBSCRIPTIONS	\$ 1,814.00	\$ 374.00	\$ 732.85	\$ 447.25	\$ 490.00
11-455-505001	NON-CAPITOL				\$ 408.38	\$ 200.00
DEPARTMENT TOTAL		\$ 5,297.00	\$ 91,986.00	\$ 87,181.93	\$ 121,414.86	\$ 134,635.00

Section 13. Activity Budget Detail

2024-25 Festival Category Breakdown	
	Cost-Totals includes all festivals
Supplies	\$5,480.00
Professional Services	\$19,467.00
Entertainment	\$46,500.00
Rentals	\$12,782.00
Advertising	\$7,020.00
Salaries	\$43,386.00
Total	\$134,635.00

Section 14. Tourism Related Impacts

SWANSBORO FESTIVALS				
	2022-23	2023-24	2024-25	Notes
Attendance	43,000	45,000	45,000	surveys not completed past couple years-staffing
Travel >100 miles				
Overnight Stays w/code	28	32	7	not all festivals tracked
Overnight Stays	325	396	408	Info gathered from hotel & numbers from Onslow Co. Grant app
TOS Emploeyss	845	907	1219	man hours
Volunteers	75	64	30	
Economic Impact-Day	\$249,937.00	\$261,562.00	\$261,562.00	Information taken form Onslow Co. Grant App
Economic Impact-Overnight	\$62,725.00	\$76,428.00	\$78,744.00	
Economic Impact-total	\$312,662.00	\$337,990.00	\$340,306.00	

Section 15: Tourism Development Plan

A. Describe how the Activity will encourage people to stay overnight in Swansboro lodging facilities.

The Mullet Festival has taken place for the last 70 years. People travel to Swansboro just to attend this annual event. The Mullet Festival is a two-day event encouraging people to stay overnight. The other three festivals have taken place for 20-30 years. Vendors are encouraged to stay overnight, many of them come from several hours away. Hotel rates and links are posted on the Swansboro Festival website for vendors and festival participants. Emails are also sent to all vendors throughout the year with hotel information and links to book their stay.

The Department also works with an ad agency that creates ads targeting visitors to stay overnight, hotel links are provided in those ads.

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

The Mullet Festival is the longest running festival on the East Coast. Visitors travel from outside of Swansboro each year to attend the annual event. The department receives messages and calls from out-of-towners every year confirming the date for the festival so they can plan to stay overnight. The other three festivals have a large economic impact on daily visitors.

Festivals impact tourism by:

1. **Increased Visitor Foot Traffic:** By attracting attendees from neighboring towns and beyond, the activity generates increased foot traffic to local businesses such as shops, restaurants, and lodging establishments. This supports the local economy and enhances visibility for Swansboro as a regional destination.
2. **Promotion of Swansboro as a Tourism Hub:** The event highlights the town's charm, scenic waterfront, and welcoming community. Attendees often share their experiences through social media and word of mouth, which helps attract future visitors to Swansboro.
3. **Extension of Tourist Seasons:** By scheduling the activity during shoulder seasons or off-peak times, the event encourages tourism outside of the traditionally busy months. This helps stabilize the local economy throughout the year.
4. **Cultural and Recreational Engagement:** The activity highlights Swansboro's unique heritage and natural assets, fostering appreciation for the area's history, culture, and recreational opportunities. This positions the town as a vibrant destination for cultural and outdoor tourism.
5. **Collaboration with Local Partners:** The event creates opportunities for partnerships with local businesses, artists, and organizations, enhancing community involvement and promoting Swansboro as a unified and vibrant destination.

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

Beginning in 2022, the department began working with the Hampton Inn to provide a specific link to provide vendors, entertainers, and patrons. These links are sent to vendors several times before the festivals and links are also posted on the Swansboro Festivals website for both vendors and patrons. The hotel provided the number of rooms that used the link if the information was available.

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

Yes, numbers are calculated from the formulas provided in the Onslow County Tourism Assistance Grant.

******The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$6500 each year or match the funds that Onslow County Tourism provides each year.***

Application for Swansboro Tourism Promotion Fund Assistance

The Swansboro Tourism Development Authority (STDA) is interested in assisting new events that bring revenue and overnight stays to strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, we strongly recommend that each applicant's goal should be to becoming self-sustaining.

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization*

Name of Event, Activity or Project to be Funded*

Is Applicant a 501c3? *
 Yes
 No

Is Applicant Tax Exempt? *
 Yes
 No

Application Contact Person* Title*

Mailing Address

City State* Zip Code

Primary Phone Alternate Phone Email Address

Date or Dates of Activity or Project* — Amount Requested*

Notes

Organization refers to the applicant or operating entity and the terms may be interchangeably used.

Activity is used to reflect a program, project, activity, festival, or event for which funding is being sought. The applicant may use any word that adequately describes their activity.

Dates: Because this application covers a time longer than one year, if your event occurs during July-August, please note whether it is schedule to occur twice and if so, please list the dates for both if available.

An attachment may be provided in lieu of using the space provided in the application. The **attachment must reference the specific section** being referenced, be in order behind the signature page and the section being answered in the attachment should be marked to indicate an attachment has been provided.

Only this application and approved attachments should be included in the submission.

Section 2. Organization Information

What is the purpose of the Organization?

Please limit to 3 lines of text

Number of years organization has been in business Number of years organization has operated as IRS tax exempt Does the Organization have a Board of Directors?

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a 501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization, describe the leadership of the activity and what if any, oversight others may have over that leadership.*

Item III - c.

See additional sheets

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

Are any of the Board Members, employees, or staff of the organization that will be carrying out this activity, or members of their immediate families or their business associates:

Employees of the Town of Swansboro or related to an employee of the Town of Swansboro *

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority?

- Yes
 No

Potential beneficiaries of the activity for which funds are requested?

- Yes
 No

Paid providers of goods or services to the activity or having other financial interest in the activity?

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

John Barlow

Phone

910-326-4428

Email

tnmgr@ci.swansboro.cn.us

Note if any

Chief Financial Officer

Sonia Johnson

Phone

910-326-4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Anna Stanley

Title

Parks and Recreation Director

Phone

910-326-2600

Email

astanley@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

Item III - c.

Phone

Email

Note if any

Any Other Administrator responsible for this activity

Title

Phone

Email

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

See additional sheets

Is this a fundraiser for the organization? *

- Yes
- No

This does not disqualify the activity for funding

Is admission or a fee charged? *

- Yes
- No

What is the target audience for the event?

All demographics, families, adults, seniors

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

See additional sheets

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.

See additional sheets

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

See additional sheets

Section 10. Promotional & Marketing Activity

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

See additional sheets

Section 11. Summary of sources and amounts of funding for the activity for the past five years
 If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year?

–

State 5 years previous

Actual

State 4 years previous

Actual

State 3 years previous

Actual

State 2 years previous

Actual

State 1-year previous

Estimated

State Current

Budget

County 5 years previous

Actual

County 4 years previous

Actual

County 3 years previous

Actual

County 2 years previous

Actual

County 1-year previous

Estimated

County Current

Budget

Authority 5 years previous

Actual

Authority 4 years previous

Actual

Authority 3 years previous

Actual

Authority 2 years previous

Actual

Authority 1-year previous

Estimated

Authority Current

Budget

Other 5 years previous

Actual

Other 4 years previous

Actual

Other 3 years previous

Actual

Other 2 years previous

Actual

Other 1 year previous

Estimated

Other Current

Budget

Activity 5 years previous

Actual

Activity 4 years previous

Actual

Activity 3 years previous

Actual

Activity 2 years previous

Actual

Activity 1-year previous

Estimated

Activity Current

Budget

Total 5 years previous

Actual

Total 4 years previous

Actual

Total 3 years previous

Actual

Total 2 years previous

Actual

Total 1-year previous

Estimated

Total Current

Budget

Narrative

See additional sheets

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

Section 12. Summary of expenditures for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditures can be used for each of the categories.

See additional sheets

What constitutes your fiscal year?

-

5 years previous Salaries & Benefits

Actual

4 years previous Salaries & Benefits

Actual

3 years previous Salaries & Benefits

Actual

2 years previous Salaries & Benefits

Actual

1-year previous Salaries & Benefits

Estimated

Current Salaries & Benefits

Budget

5 years previous Promotion, Media, or Advertisements

Actual

4 years previous Promotion, Media, or Advertisements

Actual

3 years previous Promotion, Media, or Advertisements

Actual

2 years previous Promotion, Media, or Advertisements

Actual

1-year previous Promotion, Media or Advertisements

Estimated

Current Promotion, Media, or Advertisements

Budget

5 years previous Awards, Music, Performers, Art

Actual

4 years previous Awards, Music, Performers, Art

Actual

3 years previous Awards, Music, Performers, Art

Actual

2 years previous Awards, Music, Performers, Art

Actual

1-year previous Awards, Music, Performers, Art

Estimated

Current Awards, Music, Performers, Art

Budget

5 years previous Payments for lodging

Actual

4 years previous Payments for lodging

Actual

3 years previous Payments for lodging

Actual

2 years previous Payments for lodging

Actual

1 year previous Payments for lodging

Estimated

Current Payments for lodging

Budget

5 years previous Any Other Expenses

Actual

4 years previous Any Other Expenses

Actual

3 years previous Any Other Expenses

Actual

2 years previous Any Other Expenses

Actual

1 year previous Any Other Expenses

Estimated

Current Any Other Expenses

Budget

Item III - c.

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

Estimated

Current Total

Budget

Narrative: Describe any other funding provided and give information that would help the Authority have a more complete understanding of this information.

See additional sheets

Section 13. Activity Budget Detail

Provide a Detailed budget for the activity. Provide income, expenditures, and anticipated revenue (including how you would spend Authority Funds). For administrative grant provide total operating budget for the organization. An attachment such as a printout from a spreadsheet or the spreadsheet file is preferable.

See additional sheets

Please attach and label as "Detailed Budget" and this section number.

Section 14. Tourism Related Impacts

Please answer as completely as possible, but if you do not know, or it is undetermined, please state so. Unless otherwise stated, questions refer to the FY16 Activity as proposed.

Is the Activity an annual event or do you hope that it will be?

Annual (it has occurred twice)

Hoped to be Annual

One Time Activity

See additional sheets

If checked, do you plan to become self-sustaining

Yes No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years*.

*If funded by the TDA, this number should match your after-action report, or the report should be amended.

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

Actual

Current Estimated Total Participants

Estimated

2 years previous Estimated Participants who travel more than 100 miles

Actual

1-year previous Estimated Participants who travel more than 100 miles

Actual

Current Estimated Participants who travel more than 100 miles

Estimated

2 years previous Estimated Overnight Stays for this Activity

Actual

1-year previous Estimated Overnight Stays for this Activity

Actual

Current Estimated Overnight Stays for this Activity

Estimated

2 years previous Organizational Paid Employees assigned to this Activity

Actual

1-year previous Organizational Paid Employees assigned to this Activity

Actual

Current Organizational Paid Employees assigned to this Activity

Estimated

2 years previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

1-year previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

Current Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Estimated

2 years previous Estimated volunteers to be involved in this Activity

Actual

1-year previous Estimated volunteers to be involved in this Activity

Actual

Current Estimated volunteers to be involved in this Activity

Estimated

2 years previous Estimated Value of Overnight Stays from Previous Activity*

*If funded by the TDA, this number should match your after-action report, or the report should be amended.

Section 15. Tourism Development Plan

A. Describe how the Activity will encourage persons to stay overnight in Swansboro lodging facilities.

See additional sheets

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

See additional sheets

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

See additional sheets

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

See additional sheets

Section 16. Volunteers

Does this Activity intend to use volunteers?

- Yes
- No

Section 17. Other Award Criteria Items

A. Does the Activity follow any of the goals adopted by Swansboro? This is not required but does add to the adopted criteria for consideration by the Authority. The goals are available by email or on the web.

B. Will the Activity be operated or performed in a manner that is consistent with standards for such activities?

Item III - c.

C. Is there professional management or a demonstration of competence among the operators?

D. How does the involvement of the Authority or staff benefit this Activity?

Section 18. Certifications and Notices

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? No payments will be made to the organization *

- Yes
- No

Does the Organization agree to adhere to other provisions and conditions described in the Instructions for this application? *

- Yes
- No

I certify that I am authorized to sign for the organization and that the information provided, including attachments, is true and correct to the best of my knowledge. I further certify that the organization I am signing for has reviewed and will accept the terms of the provided instructions if funding is approved.

Authorized Signer for Organization

Anna Stanley

I accept the conditions *

- Yes

* Indicates a required field

NOTES TO APPLICANT

- Applications may be submitted to:
Sonia Johnson, Finance Director
Town of Swansboro
601 W. Corbett Ave.
Swansboro, NC 28584
- A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
- Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
- The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

*****The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$2000 to PirateFest.**

Section 2. Organization Information

What is the purpose of the Organization

PirateFest is an annual event hosted by Swansboro Parks and Recreation in cooperation with Onslow County Parks and Recreation. Initially organized by Onslow County Parks and Recreation in the Swansboro area, our collaboration to bring the event to the downtown area has proven to be a strategic and beneficial decision for the town.

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization describe the leadership of the activity and what if any, oversight others may have over that leadership.

PirateFest is organized through a collaborative partnership between Swansboro Parks and Recreation and Onslow County Parks and Recreation. Both departments have a Parks Advisory Board.

Section 6. Nature of the Activity

What is the purpose of the activity?

PirateFest is a **free**, family-friendly festival designed to celebrate and educate the community about pirate history while providing high-quality entertainment. The event features historical reenactments, interactive demonstrations—including sword fighting, bullwhip skills, and cannon firings—alongside themed activities that immerse attendees in maritime and pirate culture.

Held along the downtown waterfront, PirateFest highlights the area's natural resources and historical significance, drawing visitors to local businesses and generating a positive economic impact. Educational opportunities include live demonstrations, historical encampments, and storytelling sessions that engage attendees of all ages, fostering an appreciation for history and seafaring traditions.

As a **free event**, PirateFest ensures accessibility for all, allowing families and individuals from diverse backgrounds to participate without financial barriers. Through its blend of entertainment, history, and community engagement, PirateFest supports cultural enrichment, tourism, and local economic growth, making it a valuable annual event for residents and visitors alike.

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

PirateFest is organized through a collaborative partnership between two recreation departments, each bringing extensive expertise in event planning and community engagement. With a combined **30+ years of experience**, the leadership team has a proven history of successfully planning and executing large-scale public events that foster community involvement, tourism, and economic impact.

The event is overseen by experienced recreation professionals who specialize in logistics, entertainment coordination, vendor management, and volunteer organization. The leadership team ensures that PirateFest remains a well-organized, safe, and engaging experience for attendees of all ages. Additionally, both departments collaborate closely with local stakeholders, businesses, and community partners to maximize the festival's impact and accessibility.

This collaborative approach ensures strong oversight and accountability, leveraging the strengths of both recreation departments to deliver a high-quality, **free** event that educates, entertains, and benefits the local community.

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather is dependent. Please attach and label as "Activity Information" and this section number.

PirateFest is a **free**, family-friendly event that brings history and adventure to life in downtown Swansboro. The festival kicks off at 10:00 a.m. and offers a full day of entertainment and activities for attendees of all ages. Guests can enjoy face painting, local food vendors, nonprofit organization booths, pirate-themed games, and hands-on activities designed for children and families.

Live entertainment takes place throughout the day at the Pugliese Pavilion, featuring interactive stage shows, pirate combat demonstrations, sword fighting and bullwhip performances, pirate storytelling, and musical acts. The festival also includes pirate living history reenactments, appearances by pirate authors, treasure hunts, and flintlock weapons and cannon demonstrations.

Adding to the immersive experience, pirates, a mermaid stilt walker, and other themed characters roam the festival, engaging with guests for interactive entertainment and photo opportunities. Many families enjoy strolling through downtown Swansboro, participating in pirate-themed games, entertainment, and a scavenger hunt for a chance to meet pirates up close.

PirateFest is a rain-or-shine event. In the case of severe inclement weather, the event may be rescheduled or canceled to ensure the safety of attendees and participants.

As a completely **free** event, PirateFest remains accessible to all, making it a treasured annual tradition that brings the community together for a day of history, entertainment, and adventure.

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

Both departments work together throughout the year to plan PirateFest. Most of the detailed planning and coordination is five to six months prior to the event. Both departments meet more frequently three months before the event. After action meetings are held within two weeks after the event. Promotion for the event begins three months before the event with flyers, posters, and social media posts. Two weeks prior to the event promotion is heavier, especially on social media post highlighting features of the event. Radio advertising also takes place during this time.

Section 10. Promotional & Marketing Activity

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

Both departments utilizes every media source as well as personal contacts to advertise PirateFest. Efforts include the Parks and Recreation Department website, banners, posters, tourism websites (Onslow County and Visti Swansboro NC), community event calendars, and social media outlets.

Town of Swansboro Parks & Recreation Department has secured an exclusive media group with five radio stations for the past four years marketing PirateFest.

Onslow County Parks and Recreation many free resources to assist in promoting the event. These include the Onslow County Parks and Recreation website and social media pages, the County's Intranet, digital billboards, Public Service Announcements, banners, flyers, G-10 Television, event calendars, newspapers, and interviews.

Combined Advertising Efforts

Radio

- Exclusive radio partner, 5 stations, reaching 18+ demographics
- All stations within the top 10 ranking by Nielson

Newspaper Ads/Magaazines

- Tideland news writes a news feature
- Featured in Our State Magazine in 2022

Marketing Firms

- Working with Front Row Communications since 2022-Facebook ads directed to www.visistswansboro.org.
-

Organizations

- Festivals and Events-festivalsandevents.net
- Festivals.com
- Fairsandfestival.net
- Free listings
- Onslow County Tourism features the event
- Visit Swansboro NC website (Swansboro Tourism Development Authority) features the event

Section 11.

Summary of sources and amounts of funding for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year? July 1- June 30

PIRATEFEST FUNDING					
Funding	2022	2023	2024	2025	Notes
Federal	\$0.00	\$0.00	\$0.00		
Local-STDA				\$2,000.00	Requesting
County TDA-OCPR	\$6,000.00	\$7,500.00	\$7,500.00	\$8,000.00	Funded
Swansboro Parks & Recreation	\$2,823.00	\$3,513.11	\$3,753.11		
Total	\$8,823.00	\$11,013.11	\$11,253.11		

Narrative:

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

Onslow County Parks and Recreation receives funding from Onslow County Tourism.

Section 12 & 13. Summary of expenditures for the activity for the past five years.

If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditure can be used for each of the categories.

Fiscal Year: June 1-July 30

Detail	2022 Actuals	2023 Actuals	2024 Actuals	2025 Projections
Entertainment				
/Performers	\$5,150.00	\$7,305.00	\$10,880.00	\$11,330.00
Hotels	\$1,440.00	\$1,852.00	\$1,100.00	\$1,600.00
Supplies	\$84.00			\$260.00
Rentals	\$613.00	\$508.11	\$413.11	\$450.00
Advertising	in-kind	in-kind	in-kind	in-kind
Totals	\$7,287.00	\$9,665.11	\$12,393.11	\$13,640.00
Advertising has been in-kind or provided for free by the County				

Funding from Swansboro Tourism Development Authority allows the Parks and Recreation Department to hire groups of quality and diverse performers and entertainment acts for the event. Each year the cost of performers rises, the average Pirate entertainer costs between \$2,000 - \$3,000, and many of the higher quality entertainers cost \$3,500+. The goal of both departments is to keep expanding the event, adding new features each year so that it will continue to attract new visitors to Pirate Fest.

Section 14. Tourism Related Impacts

PIRATEFEST				
	2022	2023	2024	Notes
Attendance	4,000	7,100	6,100	
Travel >100 miles				
Overnight Stays -pd by County	13	12	98	These are rooms booked for entertainers. Total nights not tracked all years. (2024 rms sold out)
TOS Emploeyss	10	23	32	man hours
County Emploeyss	48	48	48	man hours
Volunteers	6	4	5	
Economic Impact-Day	\$23,250.00	\$41,268.75	\$35,456.25	
Economic Impact-Overnight	\$2,509.00	\$2,316.00	\$18,914.00	Information taken form Onslow Co. Grant App
Economic Impact-total	\$25,759.00	\$43,584.75	\$54,370.25	

Also attached is a report from Placer.ai, which is location analytics software from mobile location data. The data provided over a four-year period showing number of visitors, demographics, visitors journey, daily, hourly, and length of visits, and where visitors went after the event.

Section 15: Tourism Development Plan

A. Describe how the Activity will encourage people to stay overnight in Swansboro lodging facilities.

Each year entertainers come from across the state the night before the event. Entertainers also bring their families. Swansboro Parks and Recreation will work with an ad agency to position event as a weekend getaway. The event showcases Swansboro's quaint downtown with its historical waterfronts, shops, and restaurants, which encourages visitors to come back to Swansboro in the future.

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

PirateFest has several tourism-related impacts that benefit the local economy and community, including:

1. Increased Visitor Traffic

- Attracts tourists from surrounding areas, boosting foot traffic in downtown Swansboro.
- Encourages day-trippers and overnight visitors who spend money locally.

2. Economic Boost for Local Businesses

- Increases sales for restaurants, shops, and local vendors due to higher visitor volume.
- Provides opportunities for local artisans, food vendors, and nonprofits to highlight their offerings.

3. Promotion of Swansboro as a Destination

- Highlights Swansboro's historic waterfront and natural beauty, encouraging future visits.
- Strengthens the town's reputation as a family-friendly, cultural, and event-driven tourism destination.
- Encourages visitors to come back to the area for vacations or weekend getaways. Visitors coming from out of town often stay in local hotels, bed & breakfasts, and vacation rentals, increasing occupancy rates.

4. Seasonal Economic Impact

- PirateFest extends the tourism season beyond traditional peak months, bringing visitors during a shoulder season when businesses benefit from additional revenue.

5. Media & Marketing Exposure

- Generates positive press, social media engagement, and word-of-mouth promotion, helping market Swansboro to a broader audience.
- Encourages return visits from attendees who discover the town during the festival.

6. Community & Cultural Tourism

- Showcases Swansboro's history, heritage, and maritime culture, enhancing cultural tourism appeal.
- Engages visitors with interactive history-based entertainment that educates and inspires future visits.

Overall, PirateFest drives economic activity, enhances Swansboro's visibility as a tourist destination, and supports local businesses, making it a key tourism asset for the community.

C. *Have any partnerships been made or are planned with Swansboro lodging facilities?*





The departments work with Hampton Inn to provide hotel rooms for entertainers for one night. Entertainers also have the option to stay another night at a discounted rate provided by the hotel. Ten to fifteen rooms are booked each year for entertainers. If approved, the department can work with the hotel to provide booking links on all websites.

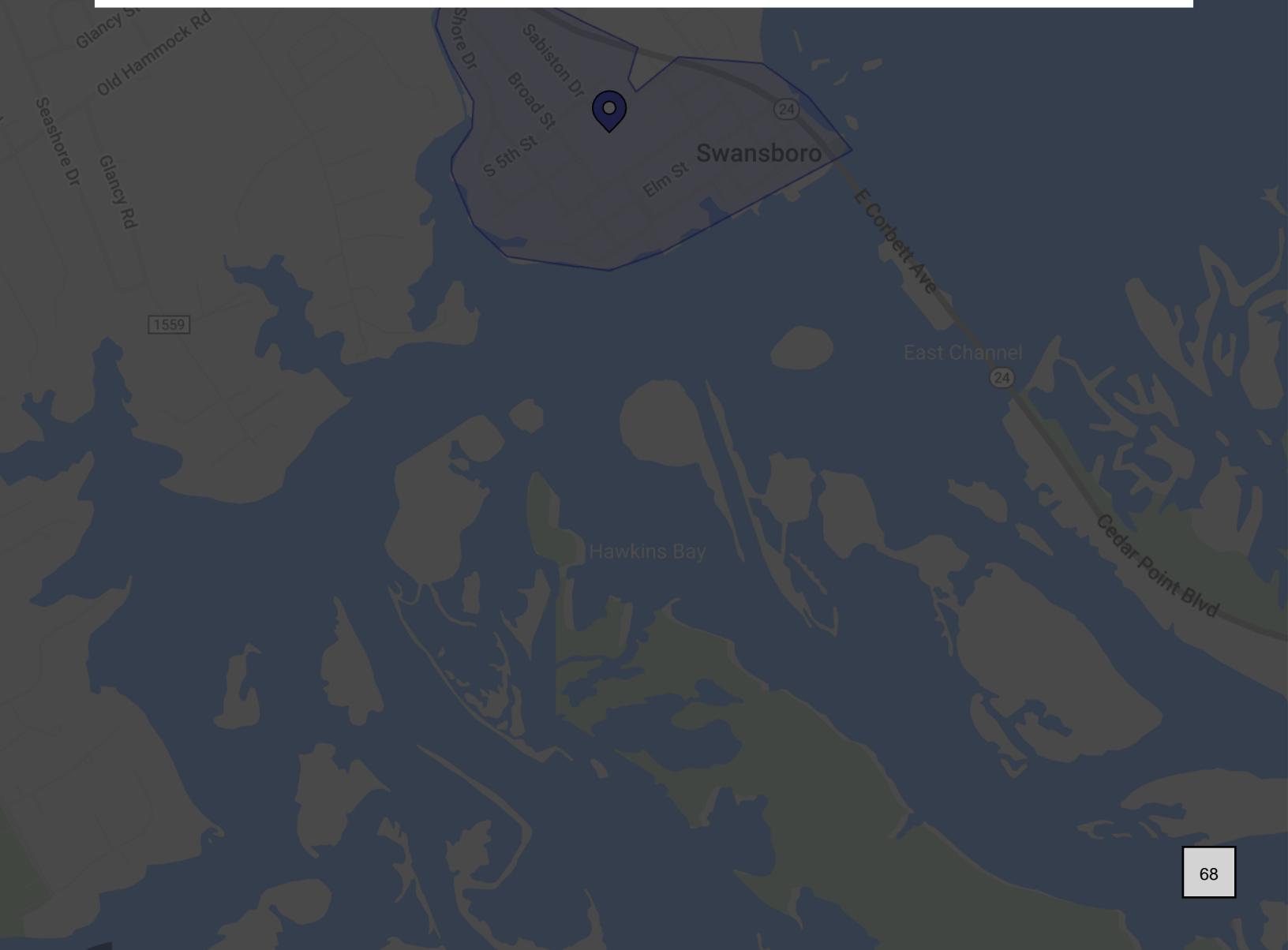
D. *If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.*

Yes, numbers are calculated from the formulas provided in the Onslow County Tourism Assistance Grant.

Property Overview

Property:

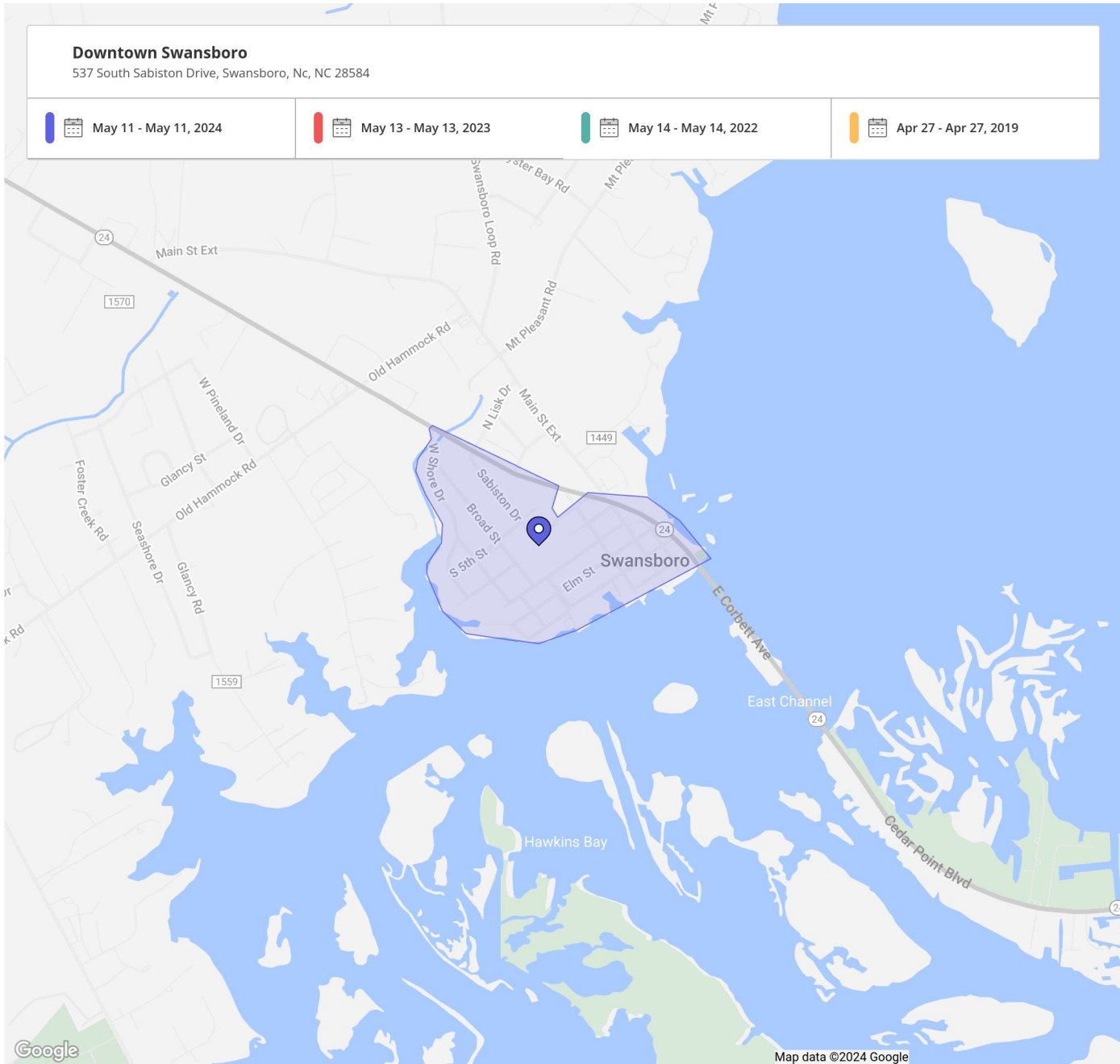
-  **Downtown Swansboro** May 11 - May 11, 2024
537 South Sabiston Drive, Swansboro, NC, NC 28584
-  **Downtown Swansboro** May 13 - May 13, 2023
537 South Sabiston Drive, Swansboro, NC, NC 28584
-  **Downtown Swansboro** May 14 - May 14, 2022
537 South Sabiston Drive, Swansboro, NC, NC 28584
-  **Downtown Swansboro** Apr 27 - Apr 27, 2019
537 South Sabiston Drive, Swansboro, NC, NC 28584







Property Overview

Time Compare

Item III - c.



Metrics

Metric Name	 Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	 Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	 Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	 Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC
Visits	6.1K	7.1K	4K	4.8K
Visitors	6.1K	7.1K	4K	4.8K
Visit Frequency	1	1	1	1
Avg. Dwell Time	57 min	52 min	71 min	57 min
Panel Devices	484	479	216	139

[Downtown Swansboro - May 11th, 2024](#)

[Downtown Swansboro - May 13th, 2023](#)

[Downtown Swansboro - May 14th, 2022](#)





[Downtown Swansboro - Apr 27th, 2019](#)

Data provided by Placer Labs Inc. (www.placer.ai)



Audience Overview

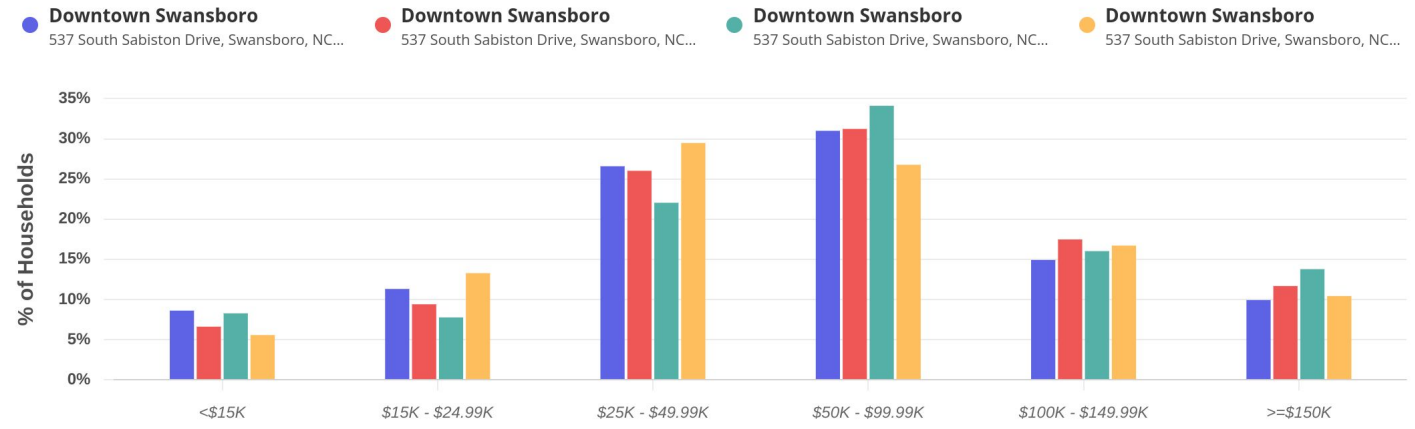
Summary

Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
 Downtown Swansboro - May 11th, 2024 South Sabiston Drive, Sw...	\$58.5K	26.6%	35.3	White (64.2%)	2.47
 Downtown Swansboro - May 13th, 2023 South Sabiston Drive, Sw...	\$64.4K	27.6%	35.3	White (69.6%)	2.53
 Downtown Swansboro - May 14th, 2022 South Sabiston Drive, Sw...	\$68.8K	31.5%	36.0	White (68.9%)	2.54
 Downtown Swansboro - Apr 27th, 2019 South Sabiston Drive, Sw...	\$54.4K	24.9%	33.1	White (62.8%)	2.44

Downtown Swansboro - May 11th, 2024
Downtown Swansboro - May 13th, 2023
Downtown Swansboro - May 14th, 2022
Downtown Swansboro - Apr 27th, 2019
Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



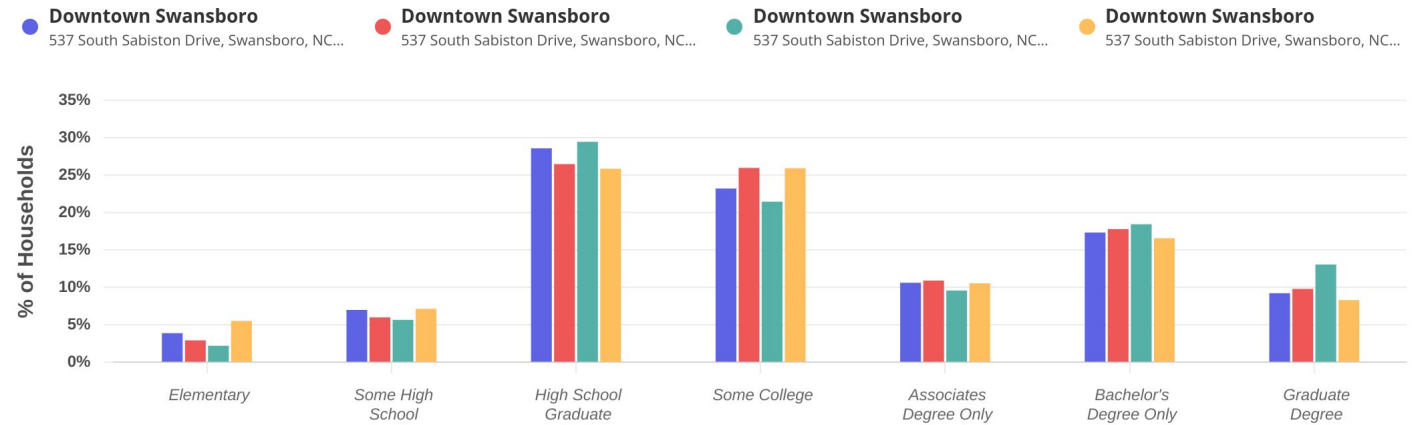
Household Income



[Downtown Swansboro](#) - May 11th, 2024
[Downtown Swansboro](#) - May 13th, 2023
[Downtown Swansboro](#) - May 14th, 2022
[Downtown Swansboro](#) - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



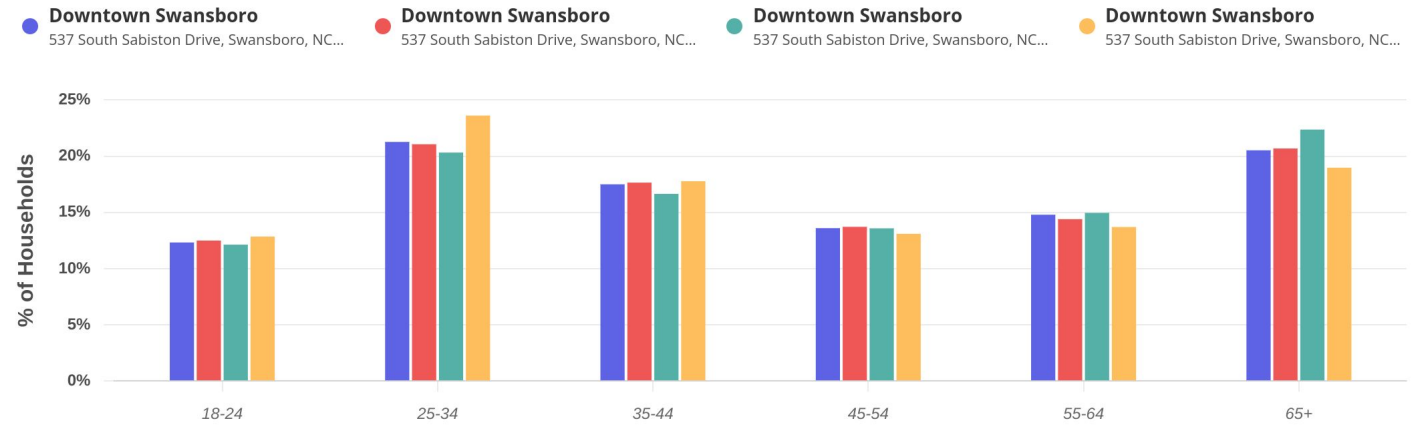
Education



[Downtown Swansboro](#) - May 11th, 2024
[Downtown Swansboro](#) - May 13th, 2023
[Downtown Swansboro](#) - May 14th, 2022
[Downtown Swansboro](#) - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



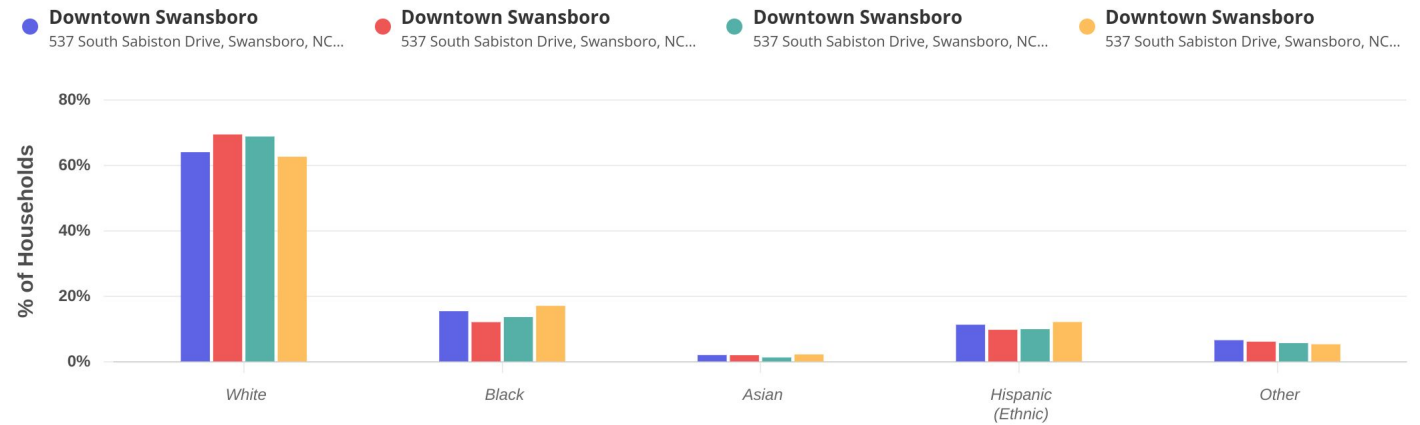
Age



Downtown Swansboro - May 11th, 2024
 Downtown Swansboro - May 13th, 2023
 Downtown Swansboro - May 14th, 2022
 Downtown Swansboro - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



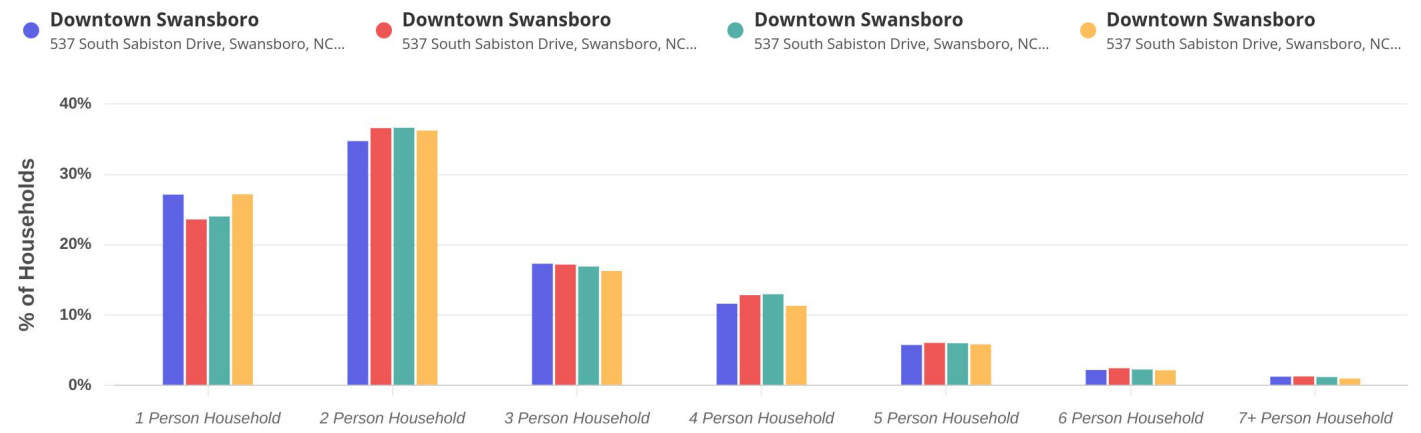
Ethnicity



Downtown Swansboro - May 11th, 2024
 Downtown Swansboro - May 13th, 2023
 Downtown Swansboro - May 14th, 2022
 Downtown Swansboro - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



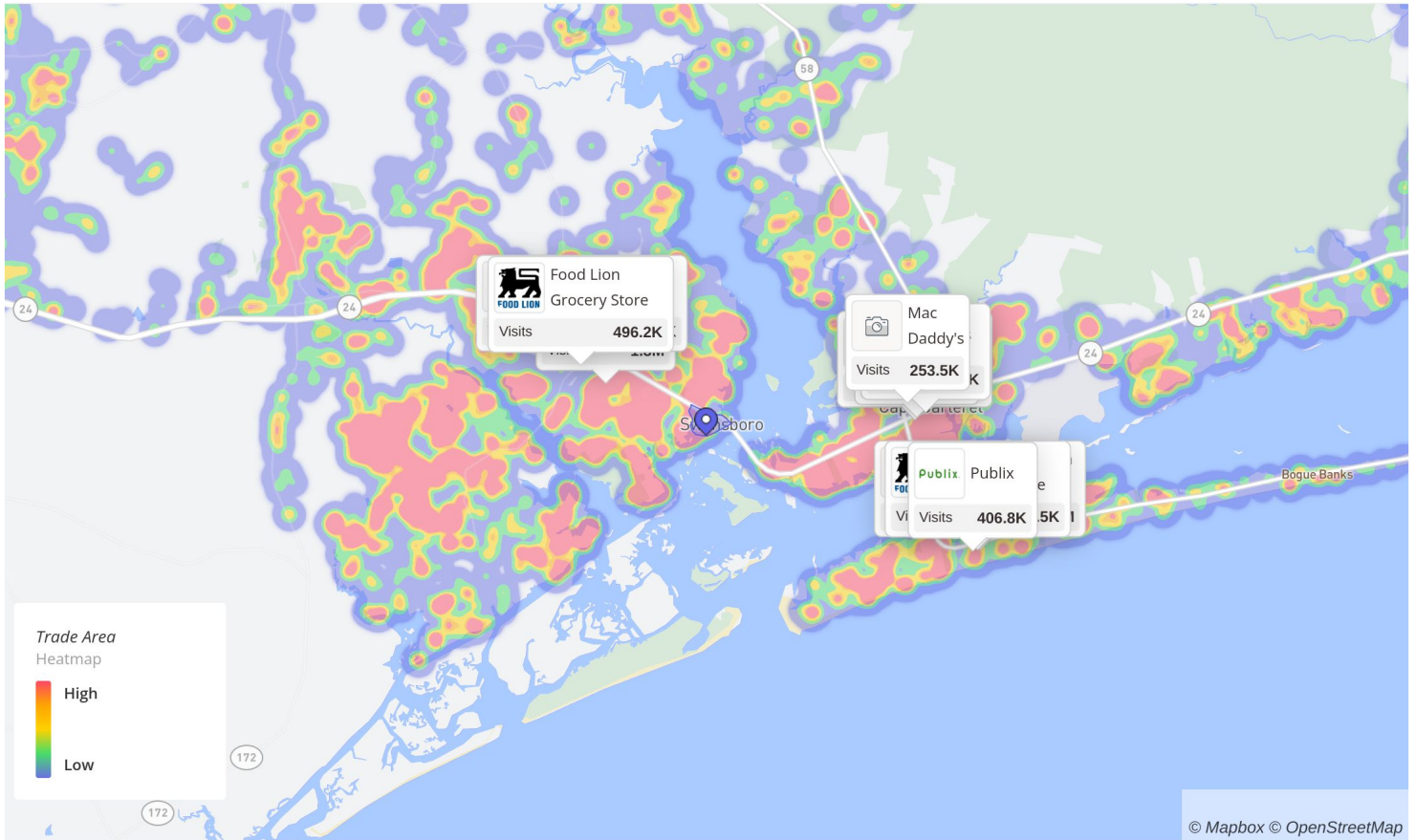
Household Size



Downtown Swansboro - May 11th, 2024
Downtown Swansboro - May 13th, 2023
Downtown Swansboro - May 14th, 2022
Downtown Swansboro - Apr 27th, 2019
Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape

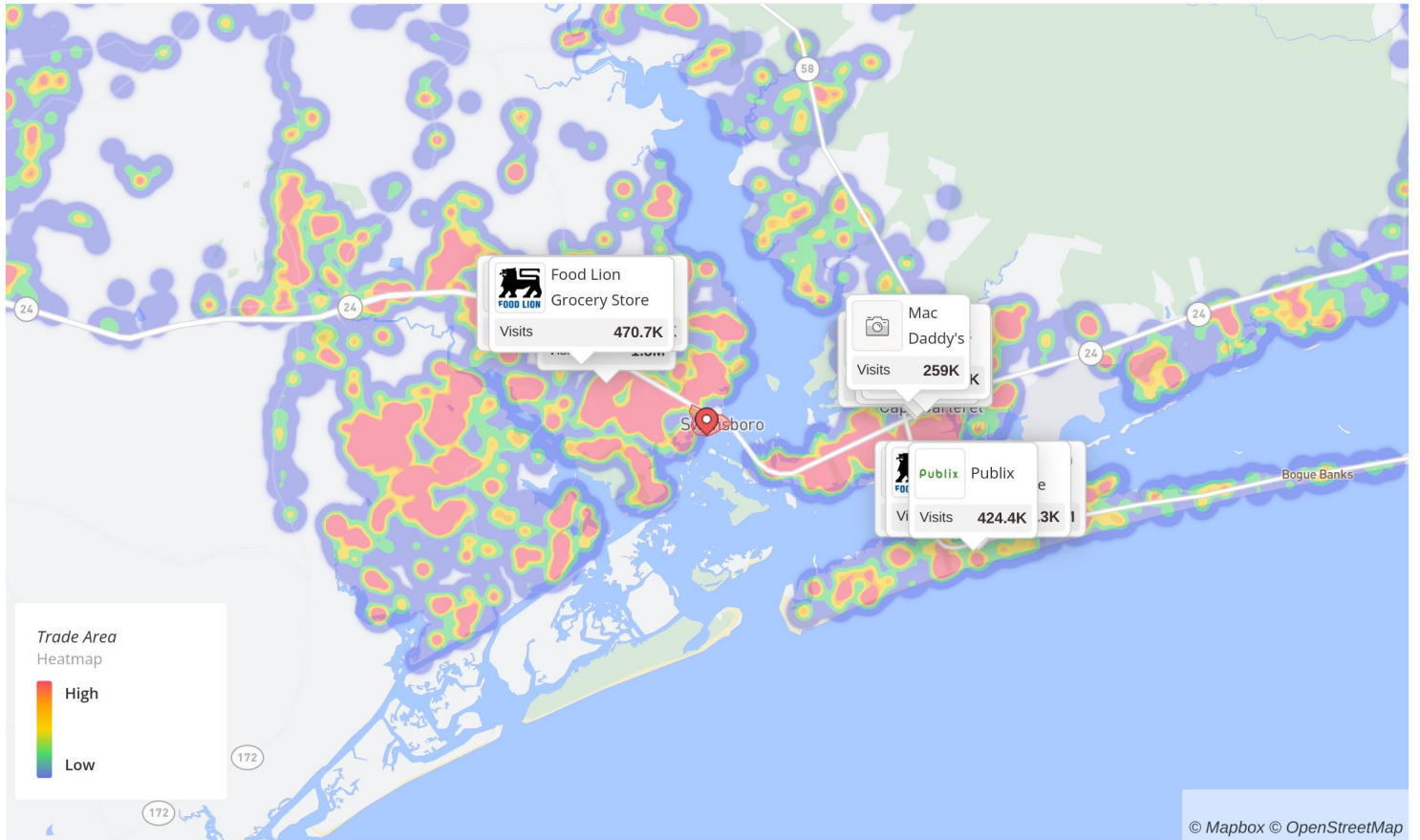


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2024 - Dec 22nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape

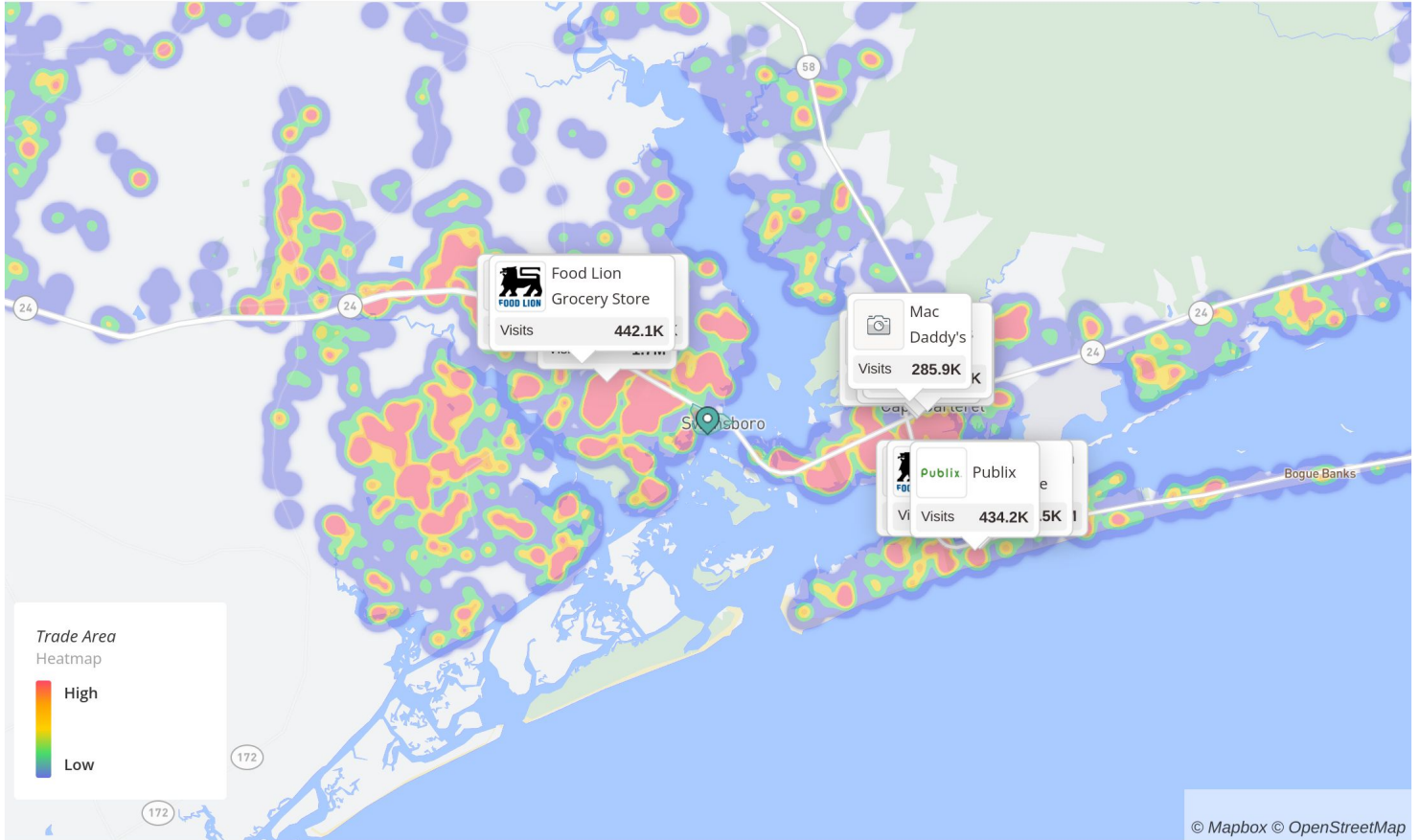


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2023 - Dec 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape

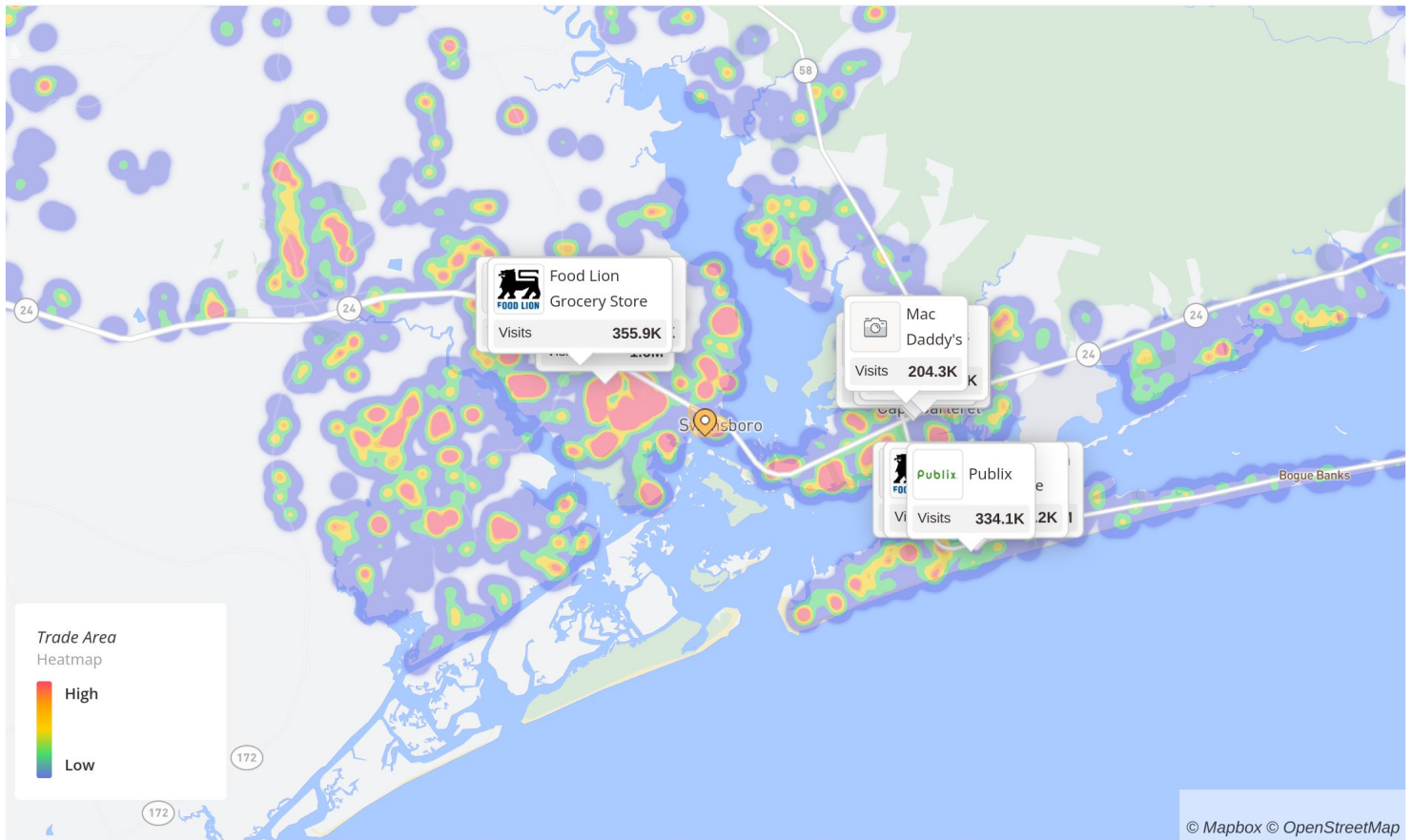


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2022 - Dec 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2019 - Dec 31st, 2019
Data provided by Placer Labs Inc. (www.placer.ai)



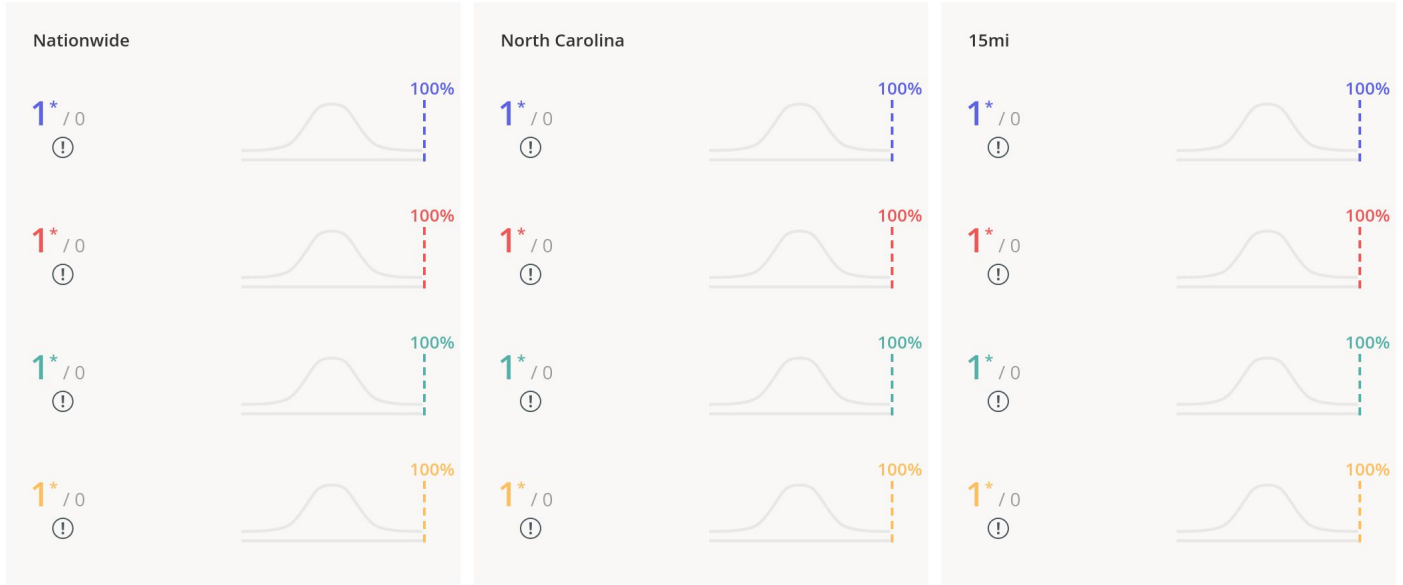
Ranking Overview

Downtown Swansboro
537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro
537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro
537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro
537 South Sabiston Drive, Swansboro, N...



* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: **Downtown Swansboro May 1st, 2024 - May 31st, 2024**, **Downtown Swansboro May 1st, 2023 - May 31st, 2023**, **Downtown Swansboro May 1st, 2022 - May 31st, 2022**, **Downtown Swansboro Apr 1st, 2019 - Apr 30th, 2019**

Category: Address | Visits

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

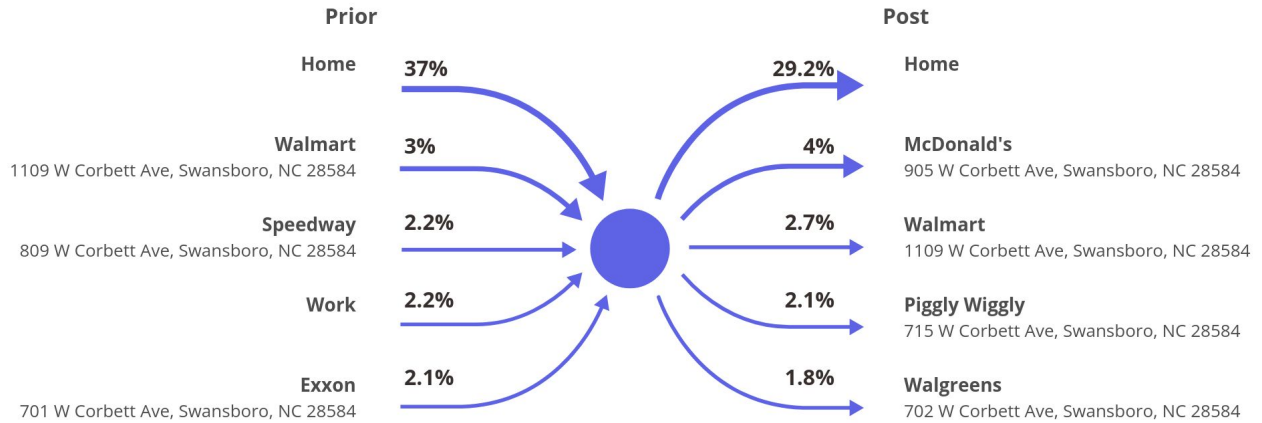
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro

537 South Sabiston Drive, Swansboro, NC, NC 28584



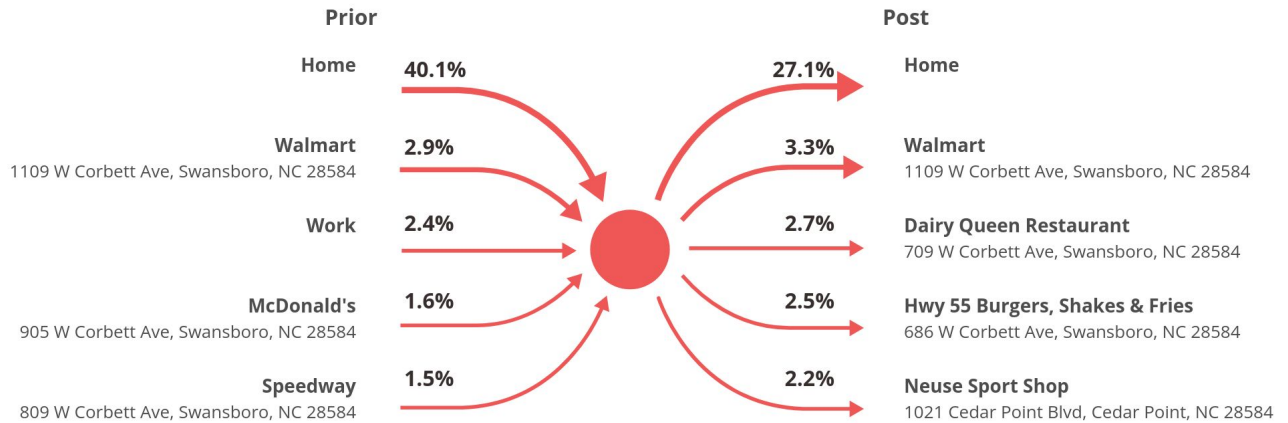
Show by: | May 11th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro

537 South Sabiston Drive, Swansboro, NC, NC 28584



Show by: | May 13th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro
537 South Sabiston Drive, Swansboro, NC, NC 28584

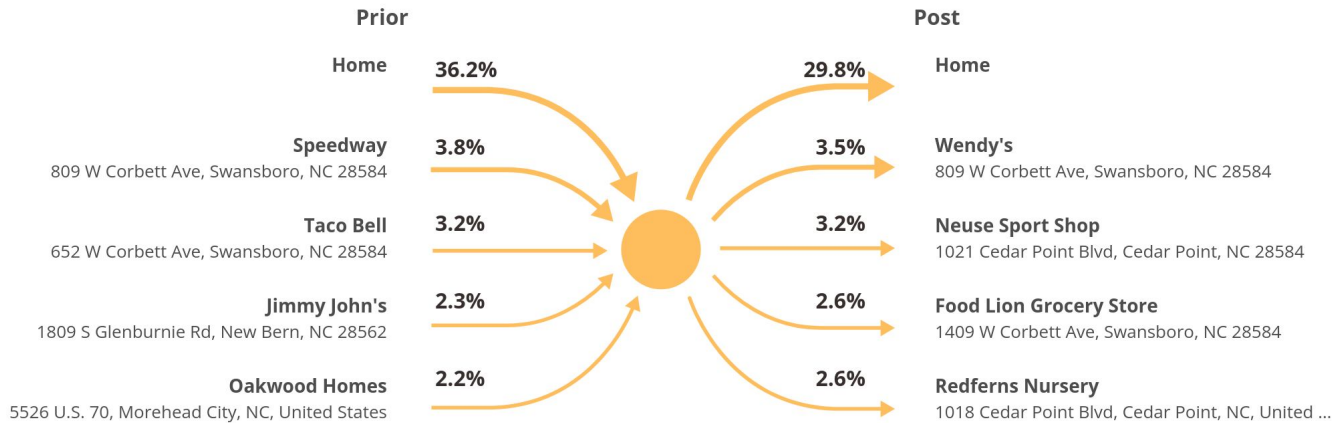


Show by: | May 14th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

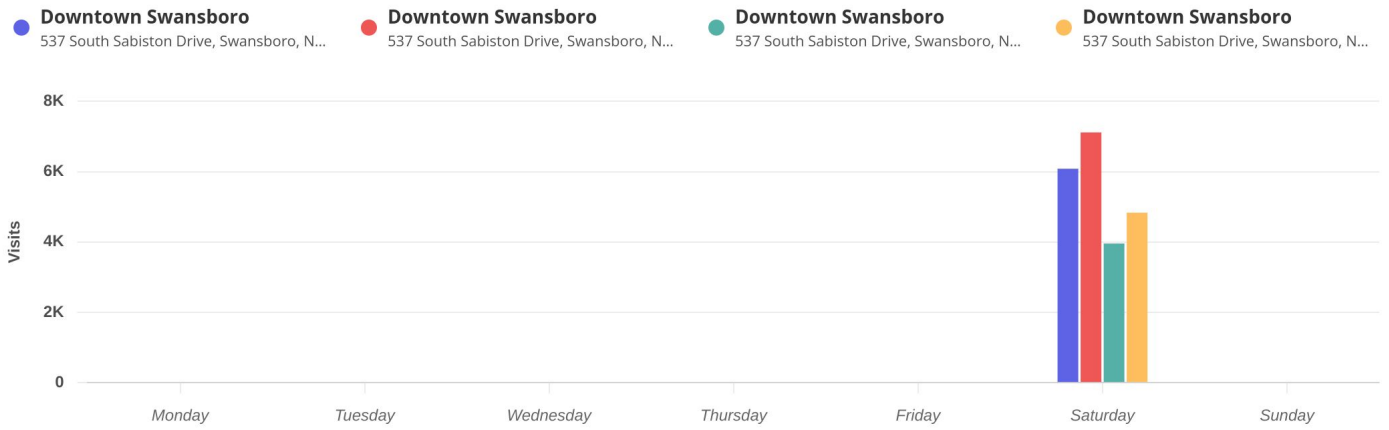
Downtown Swansboro
537 South Sabiston Drive, Swansboro, NC, NC 28584



Show by: | Apr 27th, 2019
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits



Visits

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

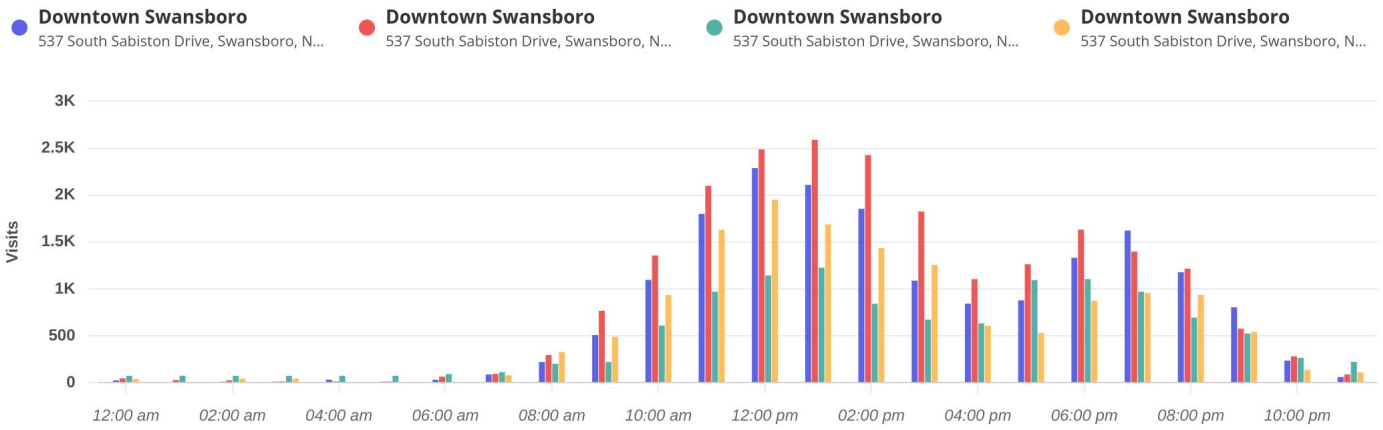
Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



Visits

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	1.2K (19.2%)
2	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	737 (12.1%)
3	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	383 (6.3%)
4	Piney Green Shopping Center / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	313 (5.1%)
5	K&V Plaza / 307 Mangrove Dr, Emerald Isle, NC 28594	4.9 mi	292 (4.8%)
6	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	292 (4.8%)
7	McDonald's / 905 W Corbett Ave, Swansboro, NC 28584	1.2 mi	291 (4.8%)
8	White Oak River Bistro / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	266 (4.4%)
9	Cunningham Field / Marine Corps Air Station, Cherry Point, NC 28533	20.3 mi	238 (3.9%)
10	Riverview Park / Swansboro, NC, United States	0.2 mi	208 (3.4%)

Category: All Categories | Min. Visits: 1

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	1.6K (22.1%)
2	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	984 (13.8%)
3	Piney Green Shopping Center / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	695 (9.8%)
4	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	480 (6.7%)
5	Lowes Foods / 321 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	382 (5.4%)
6	Neuse Sport Shop / 1021 Cedar Point Blvd, Cedar Point, NC 28584	2.1 mi	322 (4.5%)
7	White Oak River Bistro / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	322 (4.5%)
8	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	307 (4.3%)
9	Ye Olde Riverwalk / 108 W Corbett Ave, Swansboro, NC 28584	0.3 mi	283 (4%)
10	Riverview Park / Swansboro, NC, United States	0.2 mi	279 (3.9%)

Category: All Categories | Min. Visits: 1

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	537 (13.6%)
2	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	423 (10.7%)
3	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	361 (9.1%)
4	Neuse Sport Shop / 1021 Cedar Point Blvd, Cedar Point, NC 28584	2.1 mi	256 (6.5%)
5	White Oak River Bistro / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	241 (6.1%)
6	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	228 (5.8%)
7	McDonald's / 905 W Corbett Ave, Swansboro, NC 28584	1.2 mi	226 (5.7%)
8	Lowes Foods / 321 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	197 (5%)
9	Dunkin' Donuts / 851 Cedar Point Blvd, Cedar Point, NC 28584	1.9 mi	182 (4.6%)
10	Mac Daddy's / 134 Golfin Dolphin Dr, Cape Carteret, NC 28584	3.1 mi	179 (4.5%)

Category: All Categories | Min. Visits: 1

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	769 (15.9%)
2	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	417 (8.6%)
3	Gateway Plaza / 1335 Western Blvd, Jacksonville, NC 28546	17.2 mi	310 (6.4%)
4	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	290 (6%)
5	Speedway / 809 W Corbett Ave, Swansboro, NC 28584	1.1 mi	290 (6%)
6	Jacksonville Mall / 375 Western Blvd, Jacksonville, NC 28546	15.6 mi	263 (5.4%)
7	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	247 (5.1%)
8	Lowe's / 401 W B Mclean Dr, Cape Carteret, NC 28584	3.4 mi	243 (5%)
9	Piney Green Shopping Center / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	221 (4.6%)
10	Queens Creek Shopping Center / 1409 W Corbett Ave, Swansboro, NC 28584	2.2 mi	203 (4.2%)

Category: All Categories | Min. Visits: 1

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

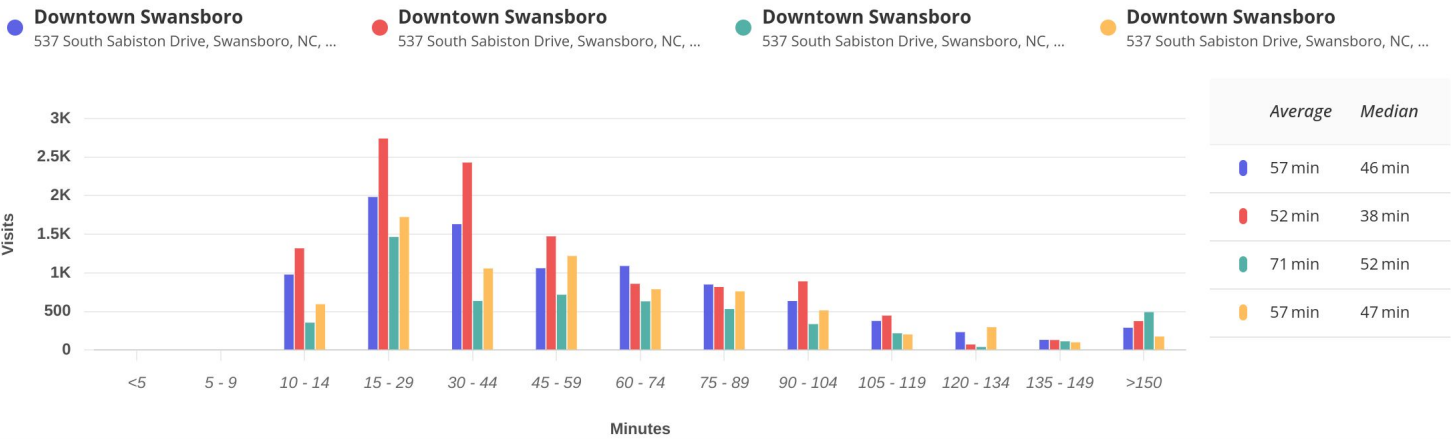
[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



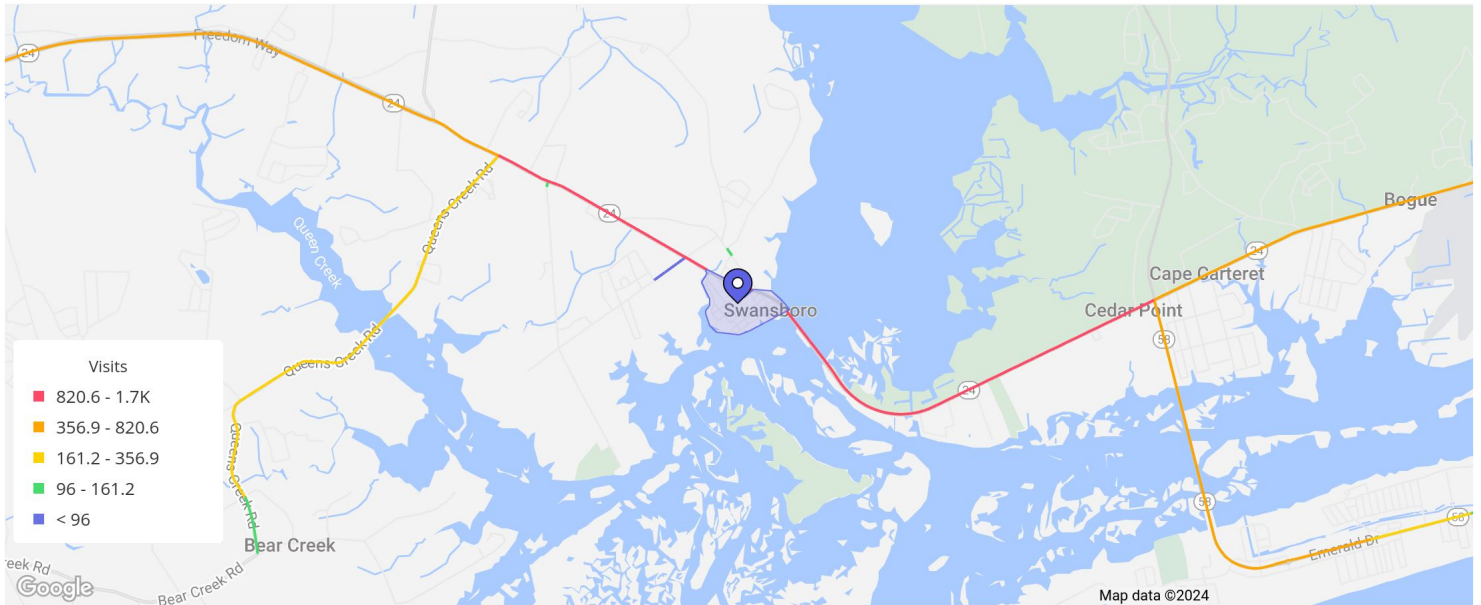
Visit Duration



Visits
 Downtown Swansboro - May 11th, 2024
 Downtown Swansboro - May 13th, 2023
 Downtown Swansboro - May 14th, 2022
 Downtown Swansboro - Apr 27th, 2019
 Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

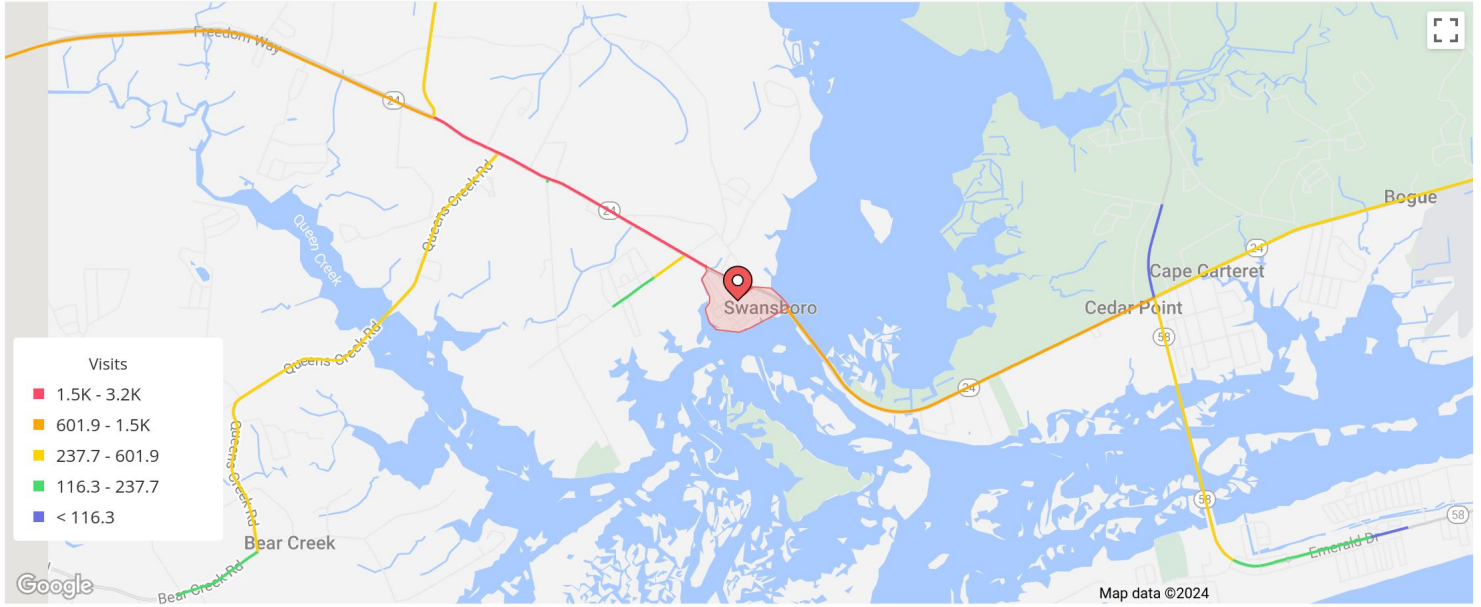


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 11th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

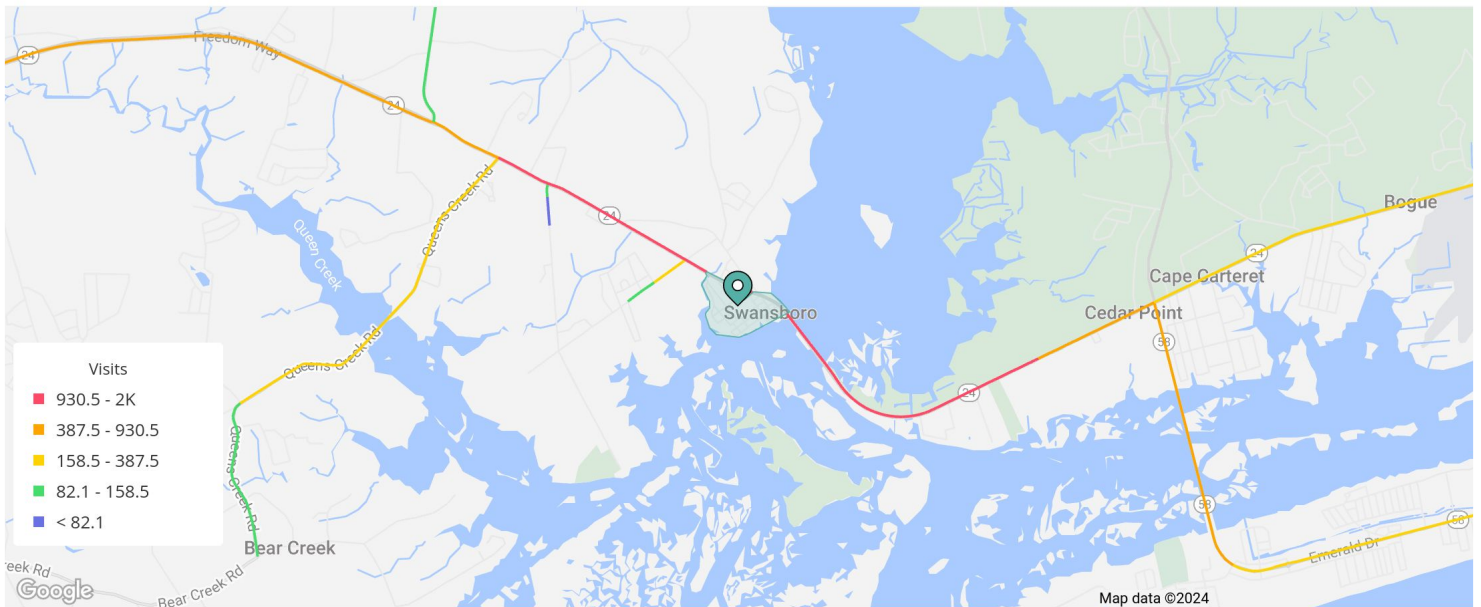


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 13th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

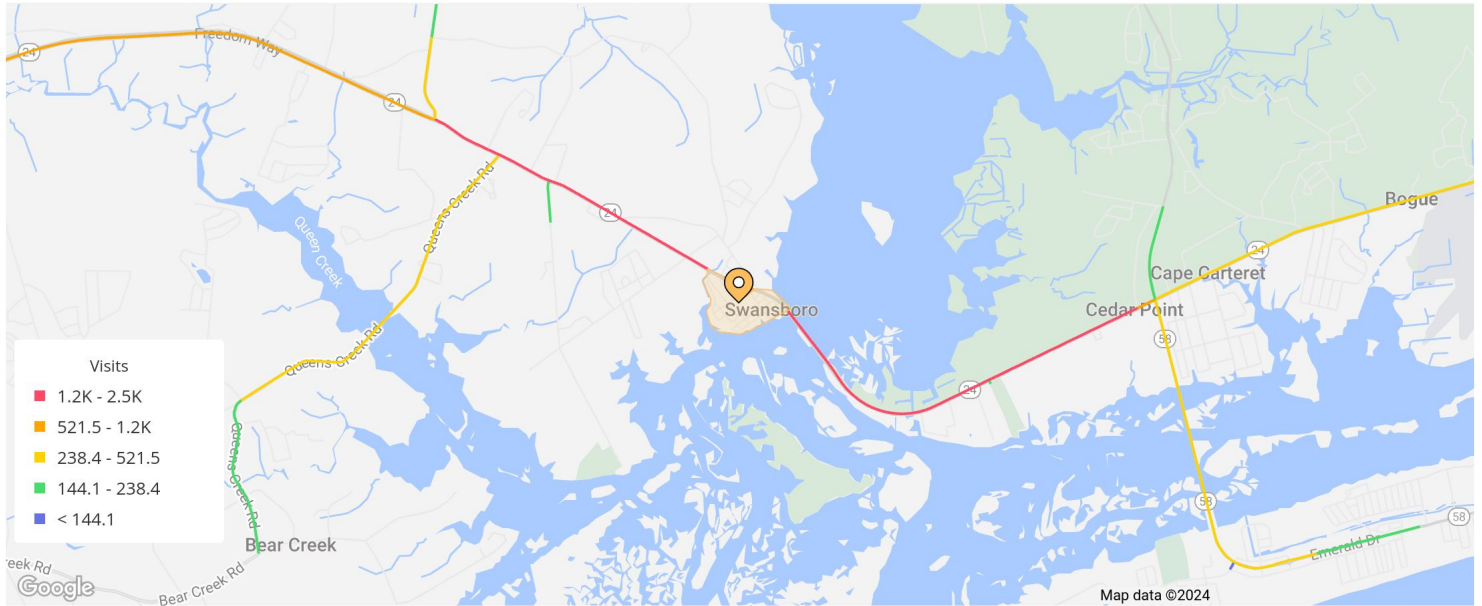


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 14th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Apr 27th, 2019
Data provided by Placer Labs Inc. (www.placer.ai)



Application for Swansboro Tourism Promotion Fund Assistance

The Swansboro Tourism Development Authority (STDA) is interested in assisting new events that bring revenue and overnight stays to strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, we strongly recommend that each applicant's goal should be to becoming self-sustaining.

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization: *
Swansboro Military Affairs Committee

Name of Event, Activity or Project to be Funded*
Military Appreciation Day 2025

Is Applicant a 501c3? *

Yes
 No

Is Applicant Tax Exempt? *

Yes
 No

Application Contact Person*
Catherine Madison

Title*
Secretary of the MAC

Mailing Address
104 Elizabeth Way

City
Swansboro

State *
NC

Zip Code
28584

Primary Phone
843 301 3913

Alternate Phone
252 764 1805

Email Address
admin@swansboromac.org

Date or Dates of Activity or Project *
June 7, 2925 — One day

Amount Requested *
\$2000.00

Notes

Organization refers to the applicant or operating entity and the terms may be interchangeably used.

Activity is used to reflect a program, project, activity, festival, or event for which funding is being sought. The applicant may use any word that adequately describes their activity.

Dates: Because this application covers a time longer than one year, if your event occurs during July-August, please note whether it is schedule to occur twice and if so, please list the dates for both if available.

An attachment may be provided in lieu of using the space provided in the application. The **attachment must reference the specific section** being referenced, be in order behind the signature page and the section being answered in the attachment should be marked to indicate an attachment has been provided.

Only this application and approved attachments should be included in the submission.

Section 2. Organization Information

What is the purpose of the Organization?

The Military Affairs Committee (MAC) fosters positive relationships between the military and civilian communities in the Swansboro area. It serves as a communications link between local military commands and surrounding towns. MAC strengthens this bond through events that honor active-duty and retired military members, showing appreciation for their service.
Please limit to 3 lines of text

Number of years organization has been in business

15

Number of years organization has operated as IRS tax exempt

2

Does the Organization have a Board of Directors?

Yes

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a 501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization, describe the leadership of the activity and what if any, oversight others may have over that leadership.*

Item III - c.

The board of directors for the Military Affairs Committee (MAC) plays a crucial role in ensuring the effective operation and success of the committee's mission. Each member brings a specific set of skills and expertise that contributes to the organization's overall function and goal of fostering military-civilian relationships. For complete Board List is attached.

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

Are any of the Board Members, employees, or staff of the organization that will be carrying out this activity, or members of their immediate families or their business associates:

Employees of the Town of Swansboro or related to an employee of the Town of Swansboro *

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority? *

- Yes
 No

Potential beneficiaries of the activity for which funds are requested? *

- Yes
 No

Paid providers of goods or services to the activity or having other financial interest in the activity? *

- Yes
 No

Section 4. Organization Administrators See attached roster

Chief Executive Officer

[Empty text box for Chief Executive Officer name]

Phone

[Empty text box for Chief Executive Officer phone]

Email

[Empty text box for Chief Executive Officer email]

Note if any

[Empty text box for Chief Executive Officer notes]

Chief Financial Officer

[Empty text box for Chief Financial Officer name]

Phone

[Empty text box for Chief Financial Officer phone]

Email

[Empty text box for Chief Financial Officer email]

Note if any

[Empty text box for Chief Financial Officer notes]

Other Administrator

[Empty text box for Other Administrator name]

Title

[Empty text box for Other Administrator title]

Phone

[Empty text box for Other Administrator phone]

Email

[Empty text box for Other Administrator email]

Note if any

[Empty text box for Other Administrator notes]

Section 5. Activity Administrators, if different Same Board Members

Primary Responsible Person

[Empty text box for Primary Responsible Person name]

Phone

[Empty text box for Primary Responsible Person phone]

Alternate Phone

[Empty text box for Primary Responsible Person alternate phone]

Email

[Empty text box for Primary Responsible Person email]

Note if any

[Empty text box for Primary Responsible Person notes]

Chief Financial Contact for matters related to this activity

Item III - c.

Phone

Email

Note if any

Any Other Administrator responsible for this activity

Title

Phone

Email

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

This free event serves military personnel, veterans, and their families from bases like Camp Lejeune, Marine Corps Air Station New River, and Marine Corps Air Station Cherry Point. Set against the park's scenic 1000-acre backdrop, MAD offers a respite from the daily pressures faced by military families while providing valuable resources and community connections.

Is this a fundraiser for the organization? *

- Yes
- No

This does not disqualify the activity for funding

Is admission or a fee charged? *

- Yes
- No

What is the target audience for the event?

Military both active duty and retired in the Onslow county area including their families and dependants.

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

The board members possess a strong blend of leadership, organizational, and community engagement skills, with significant backgrounds in hotel management, social media, military service, and event coordination. This diverse expertise ensures that MAC's activities, including dinners, meetings, and other events, are executed professionally and efficiently. Several staff members, including Ms. Linda Thornley (Chairman), Ms. Kelley Brown (Treasurer), and Ms. Mary Pat Smey (Social Media Manager), have previously been involved in the leadership of similar events for the Swansboro Chamber of Commerce and other community initiatives. Their experience in event planning and management enables them to handle the complexities of large-scale activities while ensuring the needs of both military and civilian attendees are met.

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.

See attached.

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

See attached

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

Included in our last attachment

Section 11. Summary of sources and amounts of funding for the activity for the past five years
 If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year?

–

Budget attached

State 5 years previous

Actual

State 4 years previous

Actual

State 3 years previous

Actual

State 2 years previous

Actual

State 1-year previous

Estimated

State Current

Budget

County 5 years previous

Actual

County 4 years previous

Actual

County 3 years previous

Actual

County 2 years previous

Actual

County 1-year previous

Estimated

County Current

Budget

Authority 5 years previous

Actual

Authority 4 years previous

Actual

Authority 3 years previous

Actual

Authority 2 years previous

Actual

Authority 1-year previous

Estimated

Authority Current

Budget

Other 5 years previous

Actual

Other 4 years previous

Actual

Other 3 years previous

Actual

Other 2 years previous

Actual

Other 1 year previous

Estimated

Other Current

Budget

Activity 5 years previous

Actual

Activity 4 years previous

Actual

Activity 3 years previous

Actual

Activity 2 years previous

Actual

Activity 1-year previous

Estimated

Activity Current

Budget

Total 5 years previous

Actual

Total 4 years previous

Actual

Total 3 years previous

Actual

Total 2 years previous

Actual

Total 1-year previous

Estimated

Total Current

Budget

Narrative

This is included in what was presented so far.

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

Also included in our budget

Section 12. Summary of expenditures for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditures can be used for each of the categories.

What constitutes your fiscal year?

January — December

Please see budget for most of what is requested below

5 years previous Salaries & Benefits
N/A All volunteer

Actual

4 years previous Salaries & Benefits

Actual

3 years previous Salaries & Benefits

Actual

2 years previous Salaries & Benefits

Actual

1-year previous Salaries & Benefits

Estimated

Current Salaries & Benefits

Budget

5 years previous Promotion, Media, or Advertisements

Actual

4 years previous Promotion, Media, or Advertisements

Actual

3 years previous Promotion, Media, or Advertisements

Actual

2 years previous Promotion, Media, or Advertisements

Actual

1-year previous Promotion, Media or Advertisements

Estimated

Current Promotion, Media, or Advertisements

Budget

5 years previous Awards, Music, Performers, Art

Actual

4 years previous Awards, Music, Performers, Art

Actual

3 years previous Awards, Music, Performers, Art

Actual

2 years previous Awards, Music, Performers, Art

Actual

1-year previous Awards, Music, Performers, Art

Estimated

Current Awards, Music, Performers, Art

Budget

5 years previous Payments for lodging

Actual

4 years previous Payments for lodging

Actual

3 years previous Payments for lodging

Actual

2 years previous Payments for lodging

Actual

1 year previous Payments for lodging

Estimated

Current Payments for lodging

Budget

5 years previous Any Other Expenses

Actual

4 years previous Any Other Expenses

Actual

3 years previous Any Other Expenses

Actual

2 years previous Any Other Expenses

Actual

1 year previous Any Other Expenses

Estimated

Current Any Other Expenses

Budget

Item III - c.

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

Estimated

Current Total

Budget

Narrative: Describe any other funding provided and give information that would help the Authority have a more complete understanding of this information.

See Attached

Section 13. Activity Budget Detail

Provide a Detailed budget for the activity. Provide income, expenditures, and anticipated revenue (including how you would spend Authority Funds). For administrative grant provide total operating budget for the organization. An attachment such as a printout from a spreadsheet or the spreadsheet file is preferable.

See attached

Please attach and label as "Detailed Budget" and this section number.

Section 14. Tourism Related Impacts

Please answer as completely as possible, but if you do not know, or it is undetermined, please state so. Unless otherwise stated, questions refer to the FY16 Activity as proposed.

Is the Activity an annual event or do you hope that it will be?

Annual (it has occurred twice)

Hoped to be Annual

One Time Activity

If checked, do you plan to become self-sustaining

Yes No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years*.

*If funded by the TDA, this number should match your after-action report, or the report should be amended.

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

Actual

Current Estimated Total Participants

Estimated

2 years previous Estimated Participants who travel more than 100 miles

Actual

1-year previous Estimated Participants who travel more than 100 miles

Actual

Current Estimated Participants who travel more than 100 miles

Estimated

2 years previous Estimated Overnight Stays for this Activity

Actual

1-year previous Estimated Overnight Stays for this Activity

Actual

Current Estimated Overnight Stays for this Activity

Estimated

2 years previous Organizational Paid Employees assigned to this Activity

Actual

1-year previous Organizational Paid Employees assigned to this Activity

Actual

Current Organizational Paid Employees assigned to this Activity

Estimated

2 years previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual []

1-year previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual []

Current Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Estimated []

2 years previous Estimated volunteers to be involved in this Activity

Actual []

1-year previous Estimated volunteers to be involved in this Activity

Actual []

Current Estimated volunteers to be involved in this Activity

Estimated []

2 years previous Estimated Value of Overnight Stays from Previous Activity*

[]

*If funded by the TDA, this number should match your after-action report, or the report should be amended.

Section 15. Tourism Development Plan

A. Describe how the Activity will encourage persons to stay overnight in Swansboro lodging facilities.

See attached

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

See attached

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

Yes with the Hampton Inn & Suites in Swansboro

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

N/A

Section 16. Volunteers

Does this Activity intend to use volunteers?

Yes
 No

Section 17. Other Award Criteria Items

A. Does the Activity follow any of the goals adopted by Swansboro? This is not required but does add to the adopted criteria for consideration by the Authority. The goals are available by email or on the web.

We addressed come of that in the previously mentioned tourism related goals.

B. Will the Activity be operated or performed in a manner that is consistent with standards for such activities?

Yes of course

Item III - c.

C. Is there professional management or a demonstration of competence among the operators?

Yes, as expressed earlier many members of the board have been part of the event for up to 10 years.

D. How does the involvement of the Authority or staff benefit this Activity?

Helping us expand our reach into all the area bases.

Section 18. Certifications and Notices

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? No payments will be made to the organization *

- Yes
- No

Does the Organization agree to adhere to other provisions and conditions described in the Instructions for this application? *

- Yes
- No

I certify that I am authorized to sign for the organization and that the information provided, including attachments, is true and correct to the best of my knowledge. I further certify that the organization I am signing for has reviewed and will accept the terms of the provided instructions if funding is approved.

Authorized Signer for Organization

Catherine Madison

I accept the conditions *

- Yes

* Indicates a required field

NOTES TO APPLICANT

- Applications may be submitted to:
Sonia Johnson, Finance Director
Town of Swansboro
601 W. Corbett Ave.
Swansboro, NC 28584
- A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
- Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
- The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

Activity Information: Military Appreciation Day (MAD) - June 2025

Military Appreciation Day (MAD) is an annual event held on the first Saturday in June at Hammocks Beach State Park, a scenic 1000-acre park in Onslow County. This event honors military personnel, veterans, and their families from nearby bases, including Camp Lejeune, Marine Corps Air Station New River, Marine Corps Air Station Cherry Point, the Marine Corps Auxiliary Landing Field Bogue, and the Coast Guard Special Missions Training aboard Camp Lejeune.

MAD provides a much-needed break for military families who face high-stress environments both on and off base. The event offers a day of fun, entertainment, and valuable community connections, all at no cost to attendees. Activities include a variety of food, entertainment, and informational booths, providing a range of services and support to military families in the surrounding areas. In addition to enjoying a fun-filled day, attendees have the opportunity to connect with organizations such as the USO, local veterans' posts, businesses, educational institutions, and government agencies.

The event is organized entirely by volunteers, supported through donations, grants, and fundraising efforts. The board members also contribute financially, underscoring their commitment to supporting the military community. Last year, the event saw over 5000 attendees, a significant increase from previous years, with activities such as serving over 4000 hot dogs, preparing 125 watermelons, serving 65 pizzas, and creating more than 500 snow cones. This year, we aim to do even more to enhance the experience for attendees, including a newly added information booth and volunteer teams circulating to gather feedback and engage with the crowd.

To assess the event's impact, we will gather feedback from attendees through surveys and direct conversations. Our military liaison, who is part of our board, will also help track outcomes through collaboration with base commands, ensuring that we effectively measure the success of the event.

As part of our commitment to diversity, equity, and inclusion, MAD is designed to be accessible to all military personnel and veterans, regardless of background. We make an effort to include individuals from all walks of life, even providing transportation for veterans in assisted living to attend the event.

Weather Contingency:

The event will take place rain or shine, as we have successfully worked through various weather conditions in past years. While we do not have plans to move the event indoors, should the weather become hazardous, we would cancel the event for safety reasons. In that case, any grant funding allocated for MAD will be redirected to other events managed by the Military Affairs Committee (MAC) that serve our military and veteran communities.

This initiative plays a vital role in strengthening the relationship between the military and civilian communities. With grant funding, we will continue to enhance the event and support our military heroes with the appreciation they deserve.

Detailed Timeline for Military Appreciation Day (MAD) – June 2025

This timeline outlines the key planning, organizing, and promotional milestones for Military Appreciation Day (MAD) leading up to the event on June 7th, 2025. It includes organizational meetings, sponsor solicitation, promotional activities, funding needs, weather-related contingency planning, and coordination with **Hammocks Beach State Park** and the **Friends of Hammocks Beach** group, as well as the **Bear Islander**.

January – March 2025: Initial Planning and Sponsor Solicitation

January

- **Planning Begins:** Initial meeting of the MAC board to review past events, define goals for MAD 2025, and begin assigning responsibilities for event logistics, sponsorships, and promotions.
- **Sponsor Solicitation Begins:** Early outreach to potential sponsors, including local businesses, veterans' organizations, and community groups. Sponsor packages are developed to include opportunities for event visibility and community engagement.
- **Coordination with Hammocks Beach State Park & Friends Group:** Confirm park reservation with Hammocks Beach State Park for the event date. Contact the **Friends of Hammocks Beach** group for assistance with event promotion, resources, and potential volunteers. Coordinate with **Bear Islander** for any boat shuttle arrangements or transportation needs to the park.
- **Budget Preparation:** Board finalizes the event budget, considering expected expenses for food, entertainment, equipment, supplies, and any additional contingencies.

February – March

- **Ongoing Sponsor Solicitation:** Continued outreach and follow-ups to secure event sponsors. The goal is to have 50%-75% of sponsorships secured by early March.
 - **Promotion Plan Finalized:** Social media, print materials, and community outreach plans are developed. The promotion strategy will include both targeted campaigns and broad awareness efforts.
 - **Event Volunteer Recruitment:** Begin reaching out to volunteers, including organizing a volunteer sign-up sheet for those willing to help with activities, food service, and event coordination.
 - **Coordination with Hammocks Beach State Park:** Check in with park management to confirm facility needs, including tables, tents, and access to utilities. Verify the availability of specific areas of the park for the event's activities.
-

April 2025: Promotion Launch, Finalizing Logistics

Early April

- **Marketing Campaign Launches:** Begin promotion of MAD on social media platforms, local news outlets, and community bulletins. Email blasts to local residents, military bases, and veteran organizations begin. Digital ads and flyers are distributed in key locations like military installations and local businesses.
- **Coordination with Friends of Hammocks Beach:** Collaborate with the **Friends of Hammocks Beach** group to distribute event materials and increase awareness within the local community.
- **Finalize Event Activities & Vendors:** Confirm participation of food vendors, entertainment, and local organizations offering information or services to military families.
- **Coordination with Bear Islander:** Finalize boat shuttle arrangements with **Bear Islander** for transportation to Hammocks Beach if necessary and confirm schedule for ferrying attendees to and from the park.
- **Contingency Planning:** Review weather plans and confirm that the event will take place rain or shine. Discuss with local weather agencies and establish communication procedures for any weather-related emergencies.
- **Sponsor Acknowledgment:** Sponsors who have committed by early April are recognized in promotional materials and on social media.

Mid to Late April

- **Finalize Volunteer Roster:** Confirm and assign volunteer roles for the day of the event, including greeters, food servers, activity supervisors, and safety personnel.
- **Fundraising and Grant Follow-ups:** Contact any outstanding sponsors or grant opportunities, ensuring all funding is in place for event expenses.
- **Event Logistics Finalized:** Confirm all transportation, sound systems, tents, and equipment rentals are booked, and verify final catering and service details (food quantities, delivery schedules, etc.).
- **Coordinate with Hammocks Beach State Park:** Final check on park-specific requirements such as permits, parking, and security. Confirm any park services needed, including trash management and restroom facilities.

May 2025: Final Preparations

Early May

- **Promotions Intensify:** Social media and print ads ramp up, with a specific focus on the week leading up to the event. Email reminders and event details are shared with military personnel and families.

- **Final Meeting of Organizers and Volunteers:** Review event day logistics and assign specific duties. Ensure that all volunteers know their roles, parking logistics, and emergency procedures.
- **Confirm all Sponsorship Deliverables:** Ensure sponsors have provided any logos, banners, or other promotional materials they wish to have displayed at the event.
- **Coordinate with Hammocks Beach State Park & Friends Group:** Check final logistical details with the park, such as access to electricity, special event set-up areas, and any last-minute needs. Work with **Friends of Hammocks Beach** for any park-specific volunteer support.

Mid to Late May

- **Promotional Push Continues:** Final push through social media platforms, email newsletters, and local media channels.
- **Confirm Food and Beverage Details:** Final check on food orders (hot dogs, watermelons, pizzas, snow cones, etc.) and ensure everything is in place for production on event day.
- **Weather Contingency Revisit:** Confirm plans in place for rain or extreme weather. If the weather looks hazardous, the decision will be made to cancel by no later than 24 hours before the event, and alternate plans for reallocating grant funding will be discussed.
- **Coordinate with Bear Islander:** Confirm shuttle schedule and capacity with **Bear Islander**, ensuring transportation is in place for expected crowds.

June 2025: Event Week and Day-of Execution

June 1st - 3rd

- **Final Preparations:** Event signage, tents, and equipment are delivered and set up. Volunteers arrive to help with early-stage event preparations.
- **Final Reminders:** Send out final social media blasts, email reminders, and phone calls to ensure attendees know the event details (location, time, what to bring, etc.).
- **Coordinate with Hammocks Beach State Park:** Confirm the park's readiness for the event and ensure all logistical requirements (staff, facilities, etc.) are met.
- **Coordinate with Friends of Hammocks Beach:** Ensure volunteer coordination with **Friends of Hammocks Beach** for on-site support, such as staffing the information booth and assisting with park maintenance needs.

June 5th (Two Days Before Event)

- **Event Day Coordination:** The final team meets on-site to review logistics and ensure all supplies and equipment are in place.

- **Confirmation with Sponsors:** Ensure sponsor presence and logo placements are confirmed for the event.

June 7th – Event Day

- **Set-Up:** Volunteers arrive early to help with booth setups, food prep, and activity stations.
 - **Event Execution:** The event runs from the morning into the afternoon, with activities, food, and entertainment provided. Volunteers circulate, interact with attendees, and gather survey feedback.
 - **Coordinate with Hammocks Beach State Park & Bear Islander:** Work closely with park staff and **Bear Islander** for transportation logistics, crowd control, and managing any weather-related concerns.
 - **Post-Event Wrap-Up:** After the event, volunteers help with cleanup and breakdown. Feedback surveys are reviewed, and immediate debriefs occur among the board members.
-

Post-Event (Mid-June 2025)

June 10th – 15th

- **Impact Assessment:** Gather and review feedback from surveys, military liaison reports, and sponsors to evaluate the success of the event.
 - **Post-Event Promotions:** Thank you posts on social media and acknowledgment of sponsors and volunteers. Summary of event success shared with local media.
 - **Financial Reporting:** Submit final financial reports, including any remaining grant funds, and provide updates to stakeholders about the event’s outcomes.
-

Funding Needs and Expenditure Timeline

- **January - March 2025:** Initial sponsor solicitations, securing major sponsors, and grant applications.
 - **April 2025:** Early funding or grant approval may be needed to secure necessary equipment, food, and entertainment services.
 - **May 2025:** Final funding confirmations required to secure all event logistics, such as food and vendor deposits.
 - **June 2025:** Any remaining funding needs to be covered to finalize event-day costs (last-minute purchases, supplies, etc.).
-

Marketing Type:

MAD’s promotion includes both broad “blast” type outreach (social media, email newsletters,

local media) and more targeted, institutional efforts (partnering with military bases, veteran organizations, and local businesses). Social media will be the primary channel for reaching military families, while flyers and posters will be distributed in key locations in the community.

Contingency Plans for Weather

As noted, MAD will take place rain or shine. However, if there are hazardous weather conditions, the event may be canceled up to 24 hours before, and grant funding will be redirected to other MAC activities. We will work with event sponsors and partners to determine a new use for the funds, ensuring they still support the mission of helping military families and veterans.

SWANSBORO MILITARY AFFAIRS - BOARD MEMBERS 2025

MAC TREASURER, MS. KELLEYBROWN- HAMPTON INN & SUITES SALES MANAGER
kelley.brown@hilton.com

MAC SECRETARY, MS. CATHERINE MADISON- HAMPTON INN & SUITES GENERAL MANAGER
catherin.madison@hilton.com

SOCIAL MEDIA MANAGER, MS. MARY PAT SMEY- VOLUNTEER OF THE YEAR FOR SWANSBORO
CHAMBER OF COMMERCE AND TUNNEL TO TOWERS CHAIRPERSON mpsmey@T2T.com

VICE CHAIRMAN, MS. MARY PAT SMEY
mpsmey@gmail.com

MAC CHAIRMAN, MS. LINDA THORNLEY- CROWN HOTEL & TRAVEL MANAGEMENT VP OF
OPERATIONS Cell (843) 301-3913 linda@crownhoteltn.com

MAC SGT OF ARMS/MILITARY LIAISON, MGySgt BYRON JACOBSON JR.- U. S. MARINE CORP
byron.r.jacobson@usmc.mil

PROGRAM/PROJECT BUDGET

Enter your organization's name here: Swansboro Military Affairs Committee Military Appreciation Day
 Total Program/Project Amount: 13500
 Total Amount Requested: 2000

INCOME

Other Funding Source for this Program/Project

Be specific, EXCEPT for individual donor names.

Status of Funding Pending

or Committed?

Explanatory Notes (Optional)

	Total Amount	Status of Funding Pending or Committed?	Explanatory Notes (Optional)
Private Donations	\$2,500	Committed	Our volunteers contribute this amount each year- some in kind
Duke Energy Grant	\$500	Pending	
Team Chevrolet of Swansboro	\$1,000	Pending	We have submitted a grant request and should hear in the next couple
In kind donations from local businesses	\$1,000	Committed	These are donations we receive every year and have received verbal
Swansboro TDA Funding	\$2,000	Pending	We received a grant last year and hope to do so again this year.
Onslow County Funding	\$2,000	Pending	We are asking them for the 1st time for a matching grant like we got from the Swansboro TDA
NC Friends of State Parks	\$1,000	Pending	We are asking them for the 1st time for a grant
Town of Swansboro	\$1,000	Pending	We are asking them for the 1st time for a grant
Total Income	\$ 11,000		

EXPENSES

Amount Requesting

Item

Total Cost

from this grant program

Explanatory Notes (Optional)

Item	Total Cost	Amount Requesting from this grant program	Explanatory Notes (Optional)
Food for the event	\$7,500		The total amount obtained will be used to provide food for the event so that no military person, veterans or retired military and the families of those people will have to pay that day.
Activities for the Event	\$2,500		T-shirt station, games, scavenger hunts for wildlife, floral and fawna that we set out, face painting, 10' Uncle Sam
Advertising for the event	\$2,500		
Set up and clean up of the park	\$500		
Total Expenses	\$ 13,000		

Encouraging Overnight Stays in Swansboro Lodging Facilities and Tourism Possibilities

While Military Appreciation Day (MAD) primarily serves as a day of fun and appreciation for military personnel and their families, it also provides a unique opportunity to showcase the beauty and hospitality of Swansboro and the surrounding areas to attendees who may not yet be familiar with all the attractions the region has to offer.

1. Exposure to the Area's Natural Beauty and Attractions

Hammocks Beach State Park, where MAD is held, is one of the region's most stunning natural resources. By hosting the event at such a picturesque location, attendees are given a firsthand look at the beauty of Swansboro and the nearby areas. With the event's proximity to local waterfronts, parks, and historical sites, participants are likely to be inspired to explore further. The event offers a chance to highlight Swansboro's scenic charm and unique local attractions, which can lead to longer stays in the area.

2. Opportunities for Future Travel to the Area

While most MAD attendees live locally, their experience at the event will encourage them to recommend the area to others, particularly those who might want to visit for extended periods. Whether it's for a relaxing weekend getaway or to explore the surrounding nature and coastal activities, attendees who enjoy the event will be more inclined to consider Swansboro as a vacation destination in the future. This includes staying in local hotels, visiting local restaurants, and exploring the shops in downtown Swansboro.

3. Encouraging Overnight Stays Through Event Timing

The event's timing in early June coincides with the start of the summer season, a time when many people are planning vacations. By making MAD an annual fixture, Swansboro can capitalize on this timing, encouraging attendees to extend their stay to enjoy a weekend or longer visit to the area. Many military families may not have considered Swansboro for an extended stay before, but the exposure to the area through MAD could spark interest in exploring Swansboro's attractions beyond the event.

4. Highlighting Local Restaurants and Hotels

During MAD, local restaurants, hotels, and businesses can be featured as partners or sponsors. This will expose attendees to the high-quality dining and lodging options available in the area. By working with local accommodations and restaurants to offer special discounts, meal deals, or packaged stay options for event participants, MAD can encourage attendees to book overnight stays. For example, offering discounts to military families who attend the event or promoting package deals that include meals at local restaurants and stays at participating hotels can increase the likelihood that attendees will return for a longer visit.

5. Building Long-Term Economic Impact

While many event participants live locally; word-of-mouth exposure is powerful. Attendees who enjoy the event will likely share their experience with friends and extended family, potentially bringing more visitors to Swansboro in the future. Local lodging facilities can see a boost in bookings as military personnel and their families, who may have enjoyed their visit during MAD, decide to return for a more leisurely stay or as tourists. Additionally, families from other areas may

be encouraged to visit for future editions of MAD, bringing in new guests to local hotels and restaurants.

By showcasing the unique offerings of Swansboro and offering incentives to extend their stay, Military Appreciation Day serves not only to honor military families but also to build long-lasting relationships between the community and local businesses. Through strategic collaboration and effective promotion, MAD can play a key role in increasing tourism and supporting the local economy by encouraging overnight stays at Swansboro's lodging facilities.

AMENDMENT TO THE FY 2024/2025 BUDGET ORDINANCE

BE IT ORDAINED by the Swansboro Tourism Development Authority of Swansboro, North Carolina that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2025:

Section 1. To amend the annual budget with the following changes:

Revenues	Current Budget	Change	Revised Budget
Net Proceeds, Occupancy Tax	\$110,00	-	\$110,000
Donations	\$4,000	-	\$4,000
Appropriated Fund Balance	\$30,367	\$10,500	\$40,867
Total	\$144,367	\$10,500	\$154,867

Appropriations

Tourism Related Expenses	\$144,367	\$10,500	\$154,867
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This change is to appropriate funds from fund balance for additional tourism related expenditures.

Section 2. Copies of this budget amendment shall be delivered to the Finance Officer of the Authority and, for information, to the Board of Commissioners and Town Manager of the Town of Swansboro.

Section 3. This ordinance shall be effective upon its adoption.

Adopted by the Swansboro Tourism Development Authority in special meeting session, February 6, 2025.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chairperson

ATTEST:

Sonia Johnson-Finance Director

Application for Swansboro Tourism Development Authority Grant

The Swansboro Tourism Development Authority (STDA) is responsible for administering funds to promote travel, tourism, and conventions in Swansboro. It sponsors tourist-related events and activities, and finances tourism-related capital projects. The Authority must allocate at least two-thirds of the room occupancy tax proceeds to promote travel and tourism, including advertising, market research, and promotional materials. The remaining funds can be used for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers.

The STDA is interested in assisting with new events that generate revenue and overnight stays to help strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, applicants are encouraged to have the goal of becoming self-sustaining over time. Grants will be distributed to support events and initiatives that contribute to the town's tourism growth and economic vitality.

Organization & Grant Overview

Legal Name of Organization: _____ Date: _____

Person Requesting on Behalf of Organization: _____

Title or Board Position of the Above-Named Person: _____

Event, Activity or Project to be Funded: _____

Is Organization a 501(c)3 Yes No Employer ID #: _____

Is Organization Tax Exempt Yes No (If Yes, provide copy of IRS exemption Letter. **Label this document 1**)

Have you filed Articles of Incorporation with the State of North Carolina Yes No
(If Yes, provide copy of cover sheet of Articles of Incorporation. **Label this document 2**)

Address of the Organization: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

Website URL: _____ Years In Existence: _____

Years Operated as IRS Tax Exempt: _____ Does your organization have a board of directors: Yes No

In 250 words or less please state the mission or objective of the organization

In 250 words or less please state how your organization's event or project aligns with the goals of the STDA in promoting travel, tourism, and conventions

Amount Requested: _____ Grant will only be awarded up to \$2,000 unless by special exception by the TDA.

Grant Request Information

Are you requesting grant funds for the 2/3 portion of room occupancy tax Yes No
(these are funds to promote travel and tourism, including advertising, market research, and promotional materials)

Are you requesting grant funds for the 1/3 portion of room occupancy tax Yes No
(these are funds for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers)

Please state in 250 words or less the purpose of the grant you are requesting from the STDA, be sure to note if it is an event or project

TWO DOCUMENTS REQUIRED- LABEL THEM 3 & 4

Please provide a complete budget for the event or project you are requesting grant funding for, showing both expenses and revenue. This should include any other grants that have been planned, requested, received, or are pending. You are also required to attach the full organizational budget for your fiscal year. Failure to provide these documents will result in the grant application not being considered.

Dates of Event, Completion time of project or desired funding date

Timeline: From _____ To _____
Start Date End Date

Please describe in 250 words or less the measurable objectives and goals you aim to achieve through this event or project. What specific outcomes will indicate its success, and how do you plan to measure these outcomes? Include any methods or tools you will use to track progress, gather feedback, or assess the impact of the event or project.

Organization Capacity and Board Organizational Chart

Are any of your board or organization paid employees Yes No (If yes, please explain below)

What is your organization or board's experience with the project or event for which you are requesting grant funding?

Please provide a complete board organization chart, including phone numbers and email addresses for each member. Label this as document 5. Failure to provide these documents will result in the grant application not being considered.

The following questions should be answered by the person requesting grant funding on behalf of the organization. Please be prepared to discuss any answers when you present to the STDA.

Are any Board Members, employees, or staff of the organization responsible for executing this event or project, or any of their immediate family members or business associates, employees of the Town of Swansboro or related to an employee of the Town of Swansboro? Yes No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, members of or related to members of the Swansboro Tourism Development Authority? Yes No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, potential beneficiaries of the activity for which grant funds are requested? Yes No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, paid providers of goods or services to the activity or have other financial interest in the activity? Yes No

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? Yes No

Do you, on behalf of the organization, understand that a representative of the organization will be required to attend the STDA meeting at which the application is to be considered and if one is not present your application will not be considered, and you may have to reapply at a later date? Yes No

Do you, on behalf of the organization, understand that grant funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred? Yes No

Do you, on behalf of the organization, acknowledge receipt of the STDA Outside Organization Funding Policy and agree to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use? Yes No

Does the Organization agree to adhere to other provisions and conditions that could be part of the motion to approved grant funding? Yes No

Do you, on behalf of the organization, acknowledge that the application must be submitted at least 30 days prior to the next scheduled quarterly TDA meeting? Grant awards are typically up to \$2,000 unless a special exception is made by the TDA. Applications submitted less than 30 days before the meeting may not be considered until the following quarter, and no special meetings will be held. Yes No

I certify that, should grant funding be awarded, the organization may be required to use STDA-approved marketing and promotional companies. Additionally, the organization agrees to display the STDA logo as a sponsor on all marketing and promotional materials for the event or project funded by the STDA through this grant. Yes No

I certify that I am authorized to sign on behalf of the organization and that all information provided, including attachments, is accurate and complete to the best of my knowledge. I also certify that the organization has reviewed and agrees to accept the terms outlined in the Outside Organization Funding Policy, should funding be approved. Yes No

The STDA is interested in assisting with new events that generate revenue and overnight stays to help strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, applicants are encouraged to have the goal of becoming self-sustaining over time. Grants will be distributed to support events and initiatives that contribute to the town's tourism growth and economic vitality. Applications may be submitted to: Sonia Johnson, Finance Director Town of Swansboro 601 W. Corbett Ave. Swansboro, NC 28584 A completed W-9 should be attached to this application as well as the 5 required attachments. Sign and confirm below:

Authorized Signer for the Organization: _____ Are all 6 attachments included? Yes No

Date Submitted to the Finance Director: _____ Date of STDA Meeting to be Reviewed: _____

Application for Swansboro Tourism Development Authority Grant

The Swansboro Tourism Development Authority (STDA) is responsible for administering funds to promote travel, tourism, and conventions in Swansboro. It sponsors tourist-related events and activities, and finances tourism-related capital projects. The Authority must allocate at least two-thirds of the room occupancy tax proceeds to promote travel and tourism, including advertising, market research, and promotional materials. The remaining funds can be used for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers.

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Organization & Grant Overview

Legal Name of Organization: _____ Date: _____

Person Requesting on Behalf of Organization: _____

Title or Board Position of the Above-Named Person: _____

Event, Activity or Project to be Funded: _____

Is Organization a 501(c)3 Yes No Employer ID #: _____

Is Organization Tax Exempt Yes No (If Yes, provide copy of IRS exemption Letter. **Label this document 1**)

Have you filed Articles of Incorporation with the State of North Carolina Yes No
(If Yes, provide copy of cover sheet of Articles of Incorporation. **Label this document 2**)

Address of the Organization: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

Website URL: _____ Years In Existence: _____

Years Operated as IRS Tax Exempt: _____ Does your organization have a board of directors: Yes No

In 250 words or less please state the mission or objective of the organization

In 250 words or less please state how your organization's event or project aligns with the goals of the STDA in promoting travel, tourism, and conventions

Amount Requested: _____ Grant will only be awarded up to \$2,000 unless by special exception by the TDA.

Grant Request Information

Are you requesting grant funds for the 2/3 portion of room occupancy tax Yes No
(these are funds to promote travel and tourism, including advertising, market research, and promotional materials)

Are you requesting grant funds for the 1/3 portion of room occupancy tax Yes No
(these are funds for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers)

Please state in 250 words or less the purpose of the grant you are requesting from the STDA, be sure to note if it is an event or project

TWO DOCUMENTS REQUIRED- LABEL THEM 3 & 4

Please provide a complete budget for the event or project you are requesting grant funding for, showing both expenses and revenue. This should include any other grants that have been planned, requested, received, or are pending. You are also required to attach the full organizational budget for your fiscal year. Failure to provide these documents will result in the grant application not being considered.

Dates of Event, Completion time of project or desired funding date

Timeline: From _____ To _____
Start Date End Date

Please describe in 250 words or less the measurable objectives and goals you aim to achieve through this event or project. What specific outcomes will indicate its success, and how do you plan to measure these outcomes? Include any methods or tools you will use to track progress, gather feedback, or assess the impact of the event or project.

Organization Capacity and Board Organizational Chart

Are any of your board or organization paid employees Yes No (If yes, please explain below)

What is your organization or board's experience with the project or event for which you are requesting grant funding?

Please provide a complete board organization chart, including phone numbers and email addresses for each member. Label this as document 5. Failure to provide these documents will result in the grant application not being considered.

The following questions should be answered by the person requesting grant funding on behalf of the organization. Please be prepared to discuss any answers when you present to the STDA.

Are any Board Members, employees, or staff of the organization responsible for executing this event or project, or any of their immediate family members or business associates, employees of the Town of Swansboro or related to an employee of the Town of Swansboro? Yes No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, members of or related to members of the Swansboro Tourism Development Authority? Yes No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, potential beneficiaries of the activity for which grant funds are requested? Yes No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, paid providers of goods or services to the activity or have other financial interest in the activity? Yes No

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? Yes No

Do you, on behalf of the organization, understand that a representative of the organization will be required to attend the STDA meeting at which the application is to be considered and if one is not present your application will not be considered, and you may have to reapply at a later date? Yes No

Do you, on behalf of the organization, understand that grant funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred? Yes No

Do you, on behalf of the organization, acknowledge receipt of the STDA Outside Organization Funding Policy and agree to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use? Yes No

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Date Submitted to the Finance Director: _____ Date of STDA Meeting to be Reviewed: _____

BOC / TDA
Special Joint Meeting
December 9, 2024



Onslow/Swansboro Occupancy Tax



Presenter: Anthony Prinz- Transportation Service Director

Enabling Legislation

- NCGS 105-164.4 - Privilege Tax (1983)
- SL 1985-857 – Onslow County Occupancy Tax (1985)
- SL 2011-170 – Swansboro Occupancy Tax (2011)
- SL 2009-429 – Jacksonville Occupancy Tax



"Guideline Conformity"

- HFC Occupancy Tax Guidelines (1993)
 - Net Proceeds (Administration)
 - 2/3 Promotion
 - 1/3 Tourism-Related
- Onslow County – Exempt from Guidelines



Onslow County

- Revenue 100% deposited to general fund
- Further travel, tourism and conventions
- Governing body – BOC



Swansboro

- HFC Occupancy Tax Guidelines (1993)
 - § Net Proceeds (Administration)
 - § 2/3 Promotion
 - § 1/3 Tourism-Related
- Governing body – Town TDA



Town TDA

- 1/3 associated with tax-collecting business
- 1/2 active in promotion
- 1 BOC member as Chair
- Finance Officer



Net Proceeds

Proceeds less the costs to the city/county of administering and collecting the tax, as determined by the finance officer, not to exceed 3% of the first \$500,000 of gross proceeds collected each year and 1% of the remaining gross receipts collected each year.



Promotion

To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area; the term includes administrative expenses incurred in engaging in these activities.



Tourism-Related

Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, and convention facilities in a city/county by attracting tourists or business travelers to the city/county. The term includes tourism-related capital expenditures.



BOC Reports

- Quarterly
- Annually



NCRLA

NC Restaurant
& Lodging Association

About Membership Advocacy Training & Education Resources Foundation Events News

Working to protect and advance the North Carolina hospitality industry

SERVING CAREERS →

ADVOCACY →

CONSULTANCY & EXPERTISE →

JOIN US →

TRAINING & EDUCATION →





Visit North Carolina

PLAN YOUR VISIT THINGS TO DO CITIES & REGIONS



For Real, Visit



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YES, I AGREE

